

# **CITY OF ROCHESTER CUSTOMER SATISFACTION INITIATIVE [CSI] SURVEY SUMMARY OF FINDINGS**

Prepared for:

Mayor Robert J. Duffy,  
City of Rochester

Prepared by:

Jocelyn Goldberg-Schaible  
Rochester Research Group

7 April 2008

# I BACKGROUND & INTRODUCTION

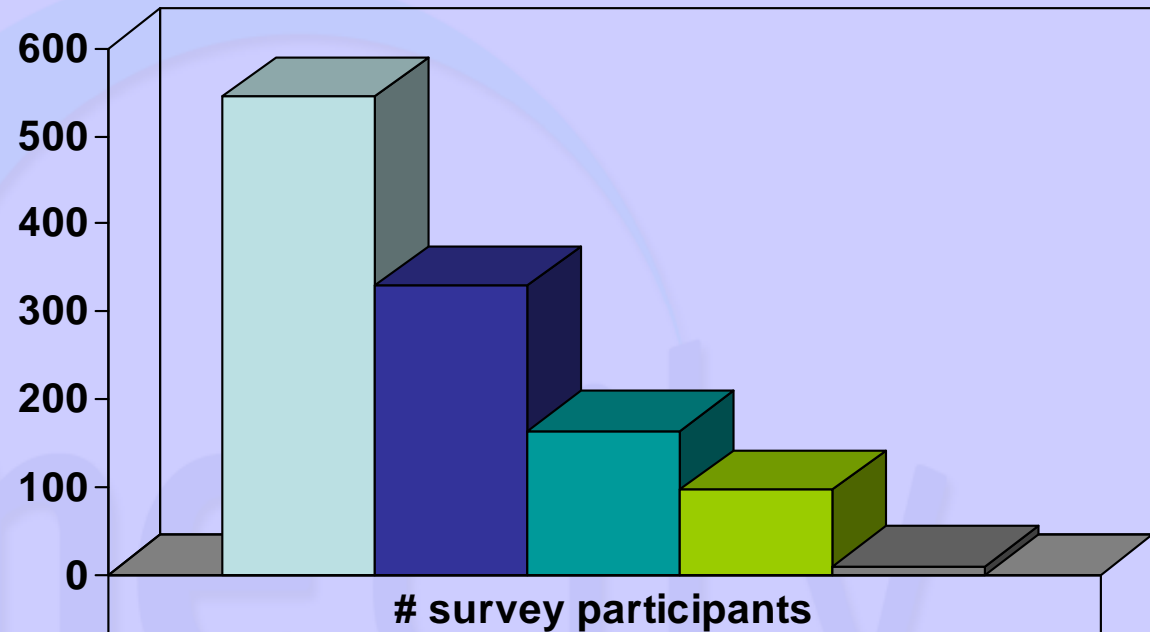
- During his “First 100 Days” speech, Mayor Robert J. Duffy publicly promised to measurably improve customer satisfaction with the City of Rochester while in office -- defining as his “customers” those who live in the City, work in the City, own businesses in the City, own property in the City, and/or live outside the City but visit often enough to have a vested interest in the City and its future.
- To accomplish this goal, and to determine whether or not the satisfaction of the above constituencies would in fact measurably improve during his time in office, Mayor Duffy and his team commissioned a three-part study, contracting with the Rochester Research Group to undertake the following:
  1. A quantitative telephone-based survey to a broad-based cross-section of the above City “customers” as a starting-point baseline.
  2. A set of two follow-up focus groups to explore and probe potential solutions designed to address key ameliorative recommendations derived from 1 above.
  3. A follow-up reiteration of the telephone-based survey, targeting the same set of participants as 1 above, to track changes versus the baseline and determine the degree to which progress had or had not been achieved.
- The report which follows presents the findings from the first of these study components.

## II STUDY METHODOLOGY

- To that end, the Rochester Research Group met individually with a representative of each of the City's constituent departments, discussing the survey effort and determining what, in an ideal world, each department would most want to learn from this study. From that input -- and within the constraints of an interview that would ideally have been no more than 16-18 minutes in length as proposed -- the Rochester Research Group designed this study's survey questionnaire and interview script. To accommodate all questions deemed critical by the City, our eventual interview turned out to average 28 minutes in length instead of the targeted and budgeted 16-18 minutes.
- After final review and approval, that survey questionnaire was implemented using a series of participant sample source listings provided by the City, targeting in turn each of the study's component sub-populations -- i.e. City residents, City business owners, City landlords, etc. To ensure that an ethnically balanced sample was achieved, our eventual sample turned out to include 646 completed interviews instead of the targeted and budgeted 600. The first interview was conducted 8 November 2007, the last one conducted 24 January 2008, with a hiatus around the holiday season.
- The various key sub-populations comprising this sample are shown on the following slide. The report which follows will then analyze and summarize the findings from this study, showing for each question both the response contours of the overall population [i.e. 'what was said'] and the response contours of the various respondent sub-populations [i.e. 'who said what'].

## Key Slide

# Participant Sample Contours

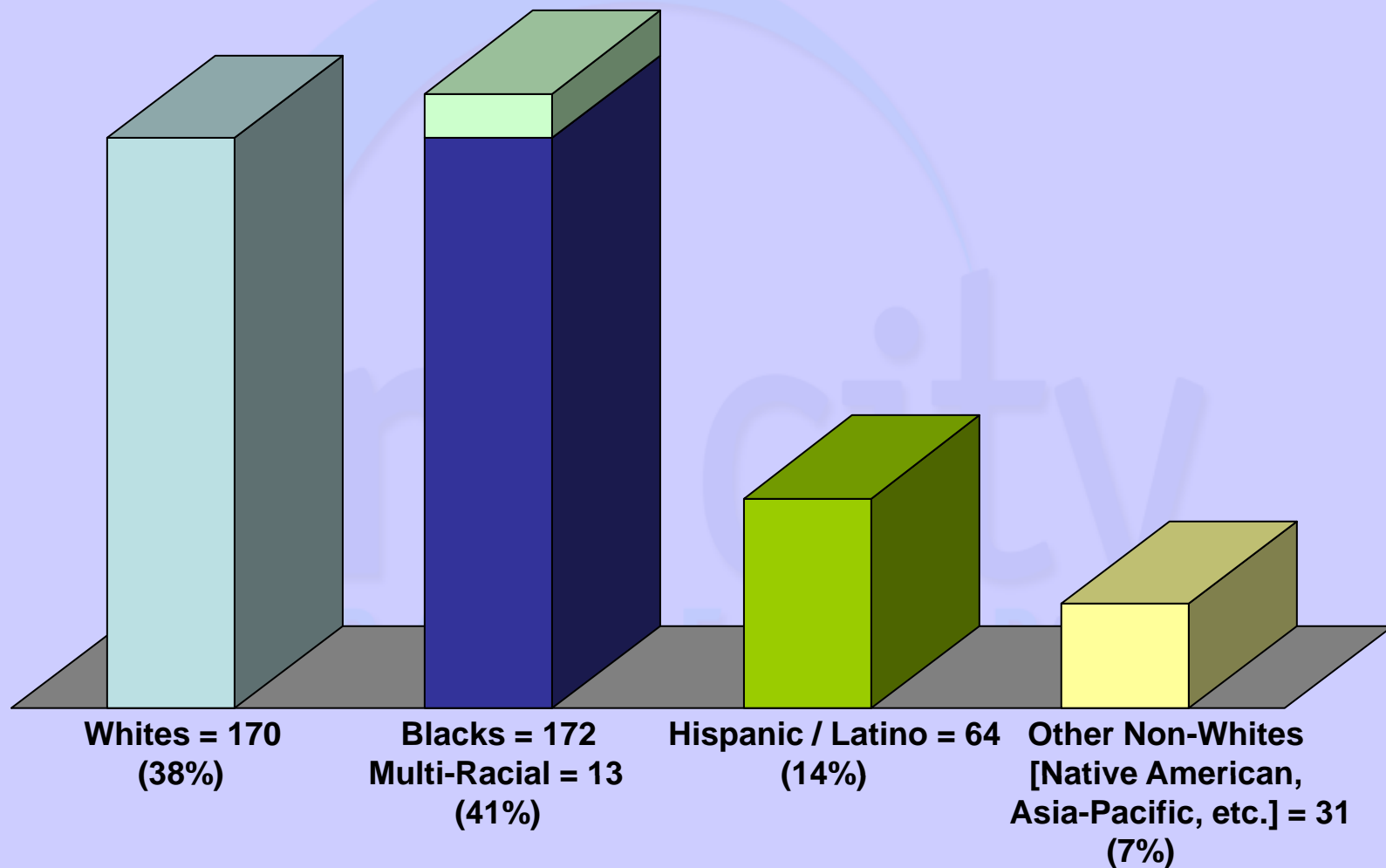


|                     |     |                |
|---------------------|-----|----------------|
| Live in City        | 545 | ← Targeted 450 |
| Work in City        | 329 |                |
| City Business Owner | 164 | ← Targeted 100 |
| City Landlord       | 97  | ← Targeted 50  |
| Frequent Visitor    | 9   |                |

Overall Sample [N] = 646

**Key Slide**

## **Ethnic Presence Within the Rochester City Resident Population [based on our targeted N=450]**



## **III ASSEMBLED FINDINGS**



# Survey's Introductory Statement:

Hello, I'm \_\_\_\_\_ calling on behalf of Mayor Duffy's office in the City of Rochester. This call is part of the Mayor's Customer Satisfaction Initiative, and if you're qualified and willing to participate, we'd like to include your ideas and opinions in our survey.

To see whether you're qualified to participate, I just need to ask you a few brief questions.



This was where we screened to ensure that all respondents were over age 18, and determined the sub-population(s) in which they belonged with respect to ethnicity, living / working in the City, owning a City business, owning City property, etc.

**Anyone not qualified via the above screening questions was terminated with thanks after being asked:**

***“If you could offer Mayor Duffy one piece of advice as he strives to make Rochester the best mid-sized city in America, what would that one piece of advice be?”***

**which was the same question that all participants were asked at the end of the full interview.**

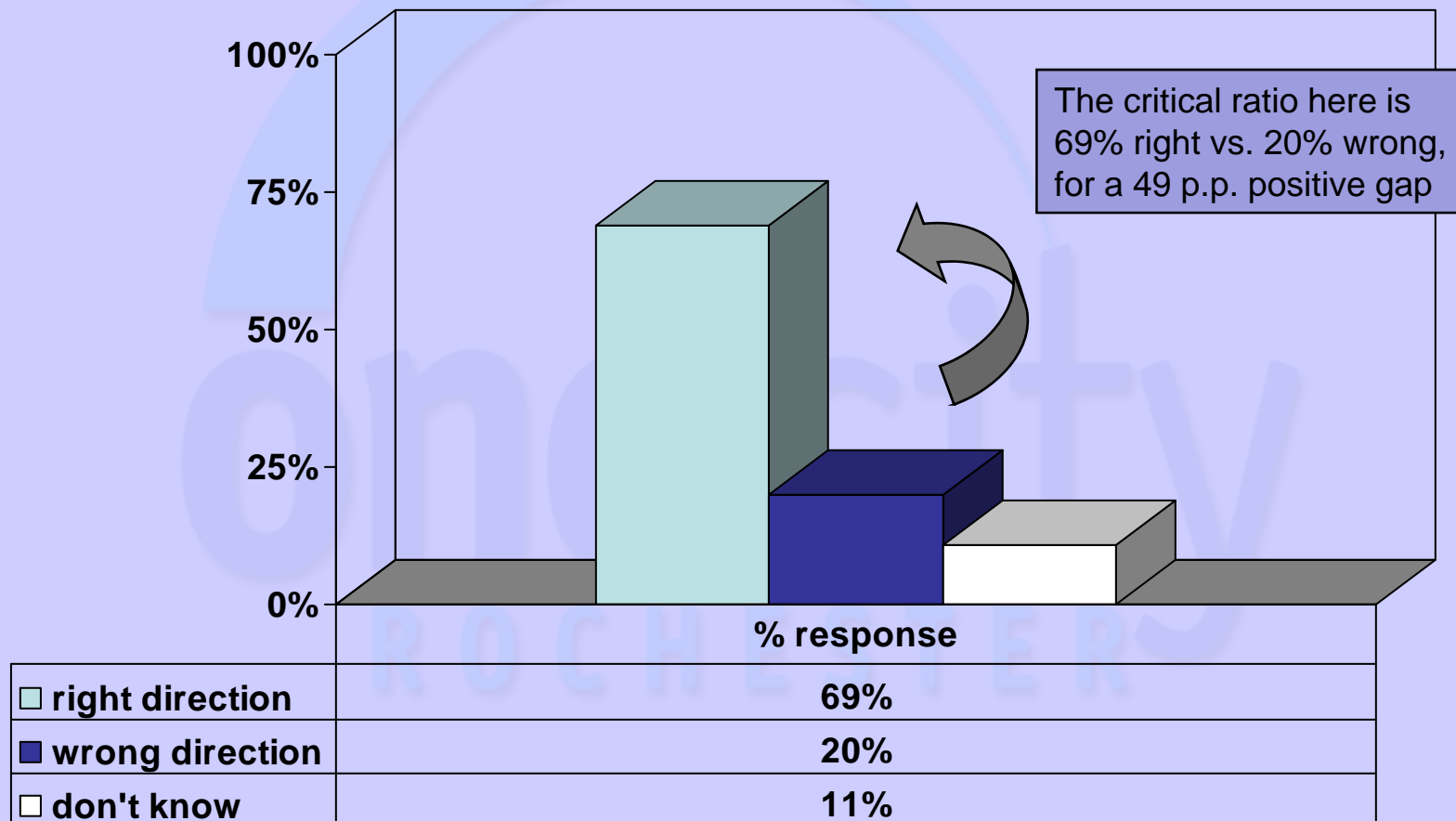
**In this way, no one was left feeling that their opinions were unimportant to the City and its leadership.**





**Q1. [All qualified participants began their interview here:]**

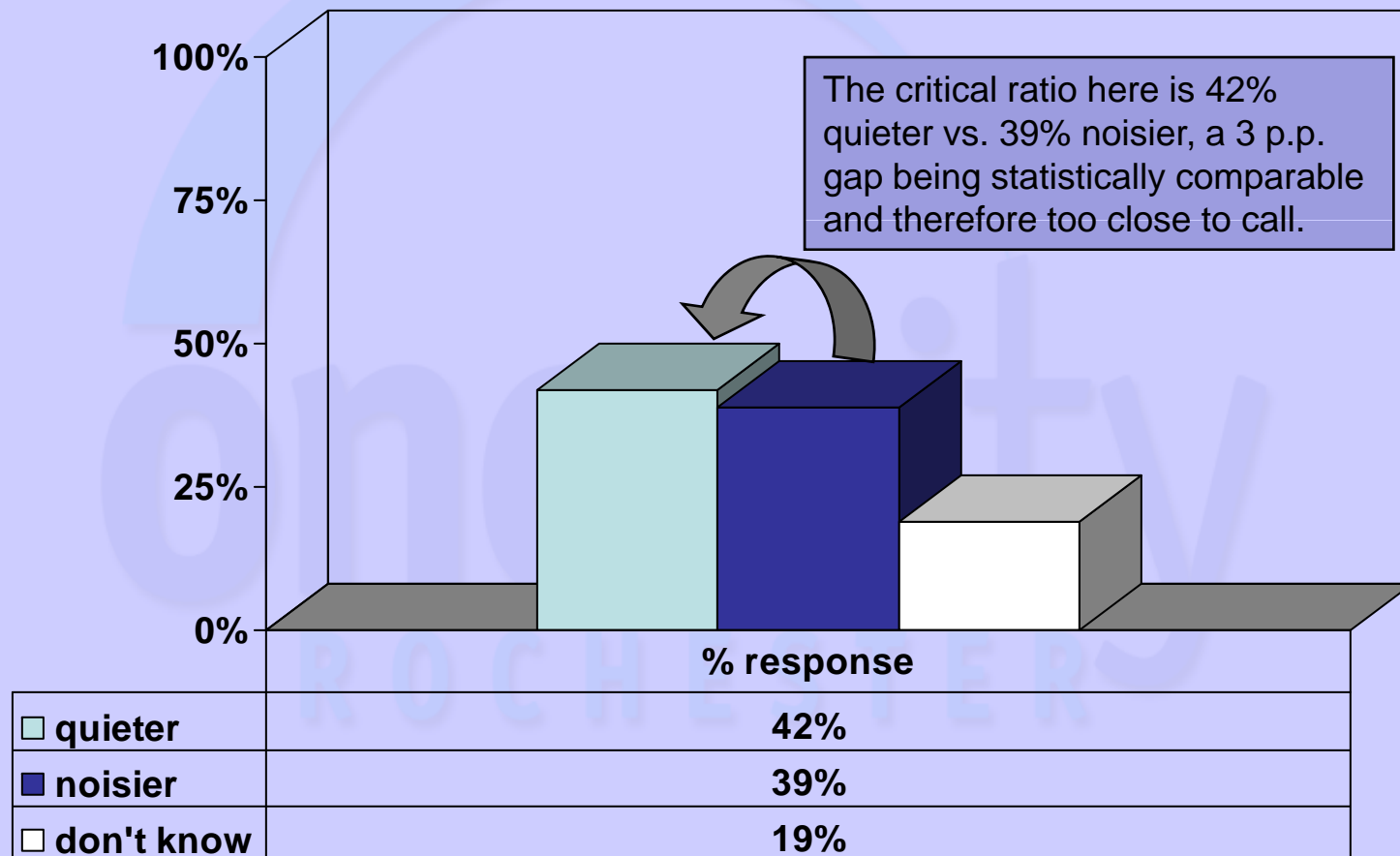
**On balance and all things considered, do you think the City of Rochester is heading in the right or wrong direction overall?**



[N=646]

**Q2a) Compared to two years ago, would you describe the City as...**

**...quieter or noisier?**

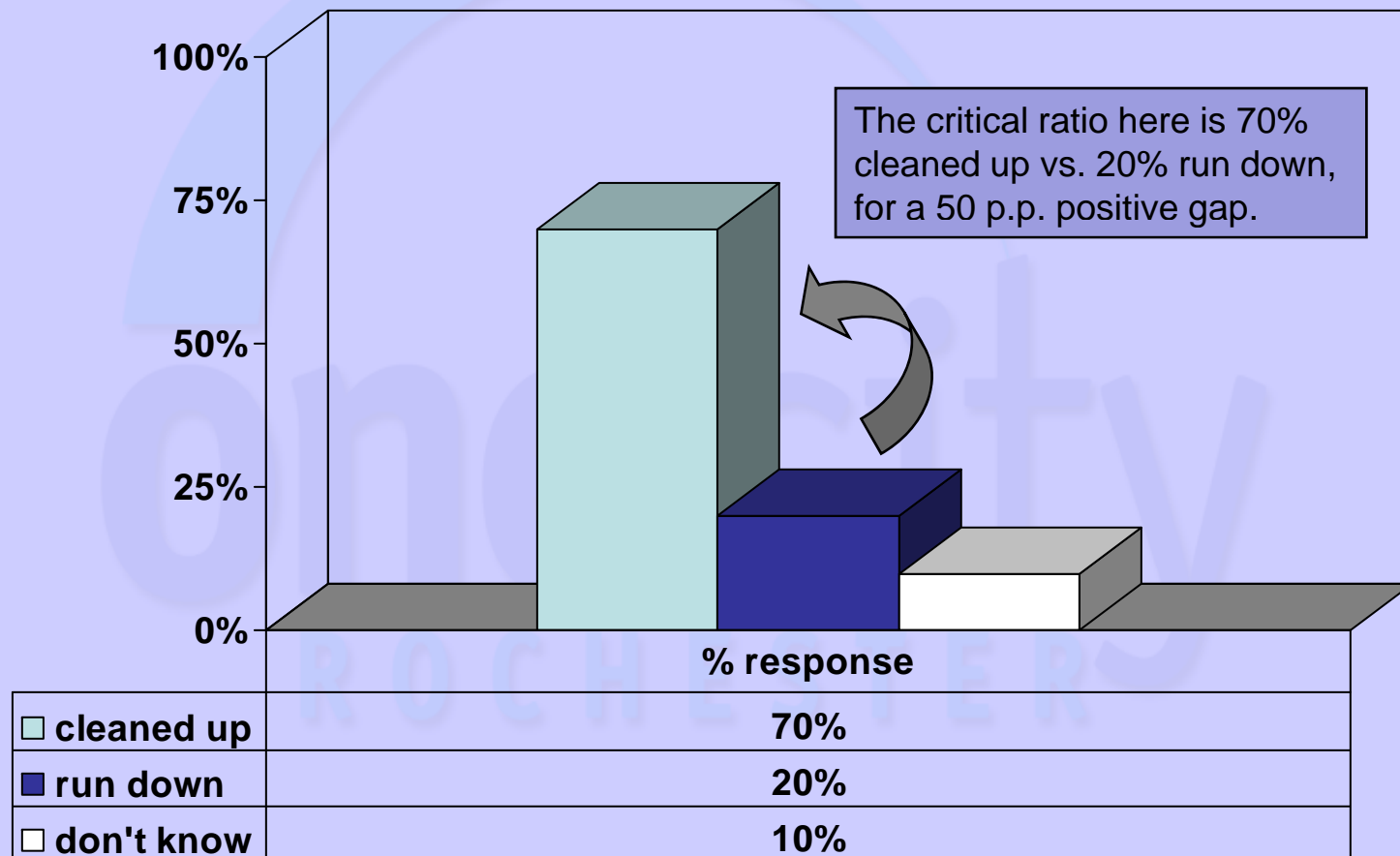


[N=646]



Q2b) Compared to two years ago, would you describe the City as...

...cleaned up or run down?

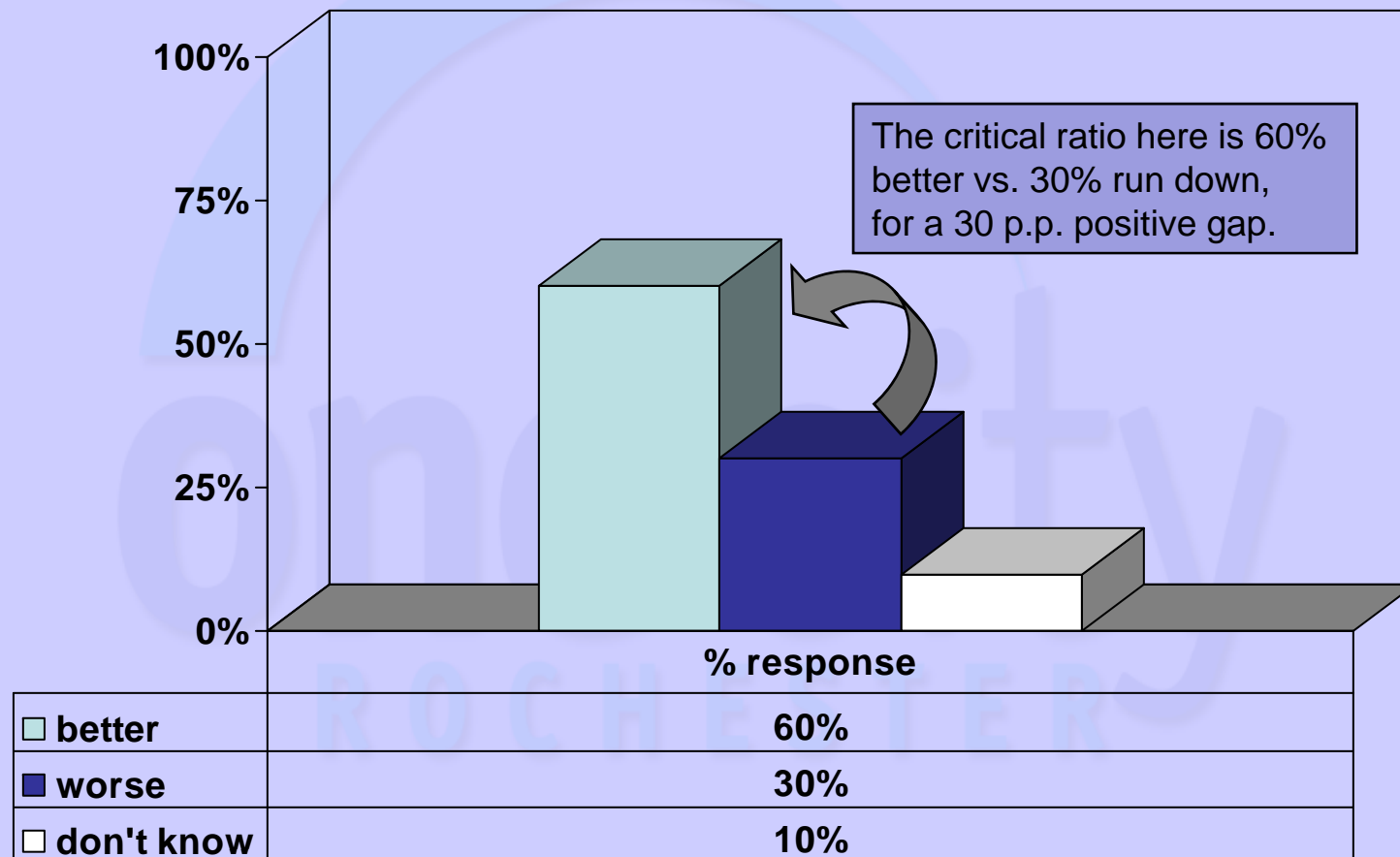


[N=646]



Q2c) Compared to two years ago, would you describe the City as...

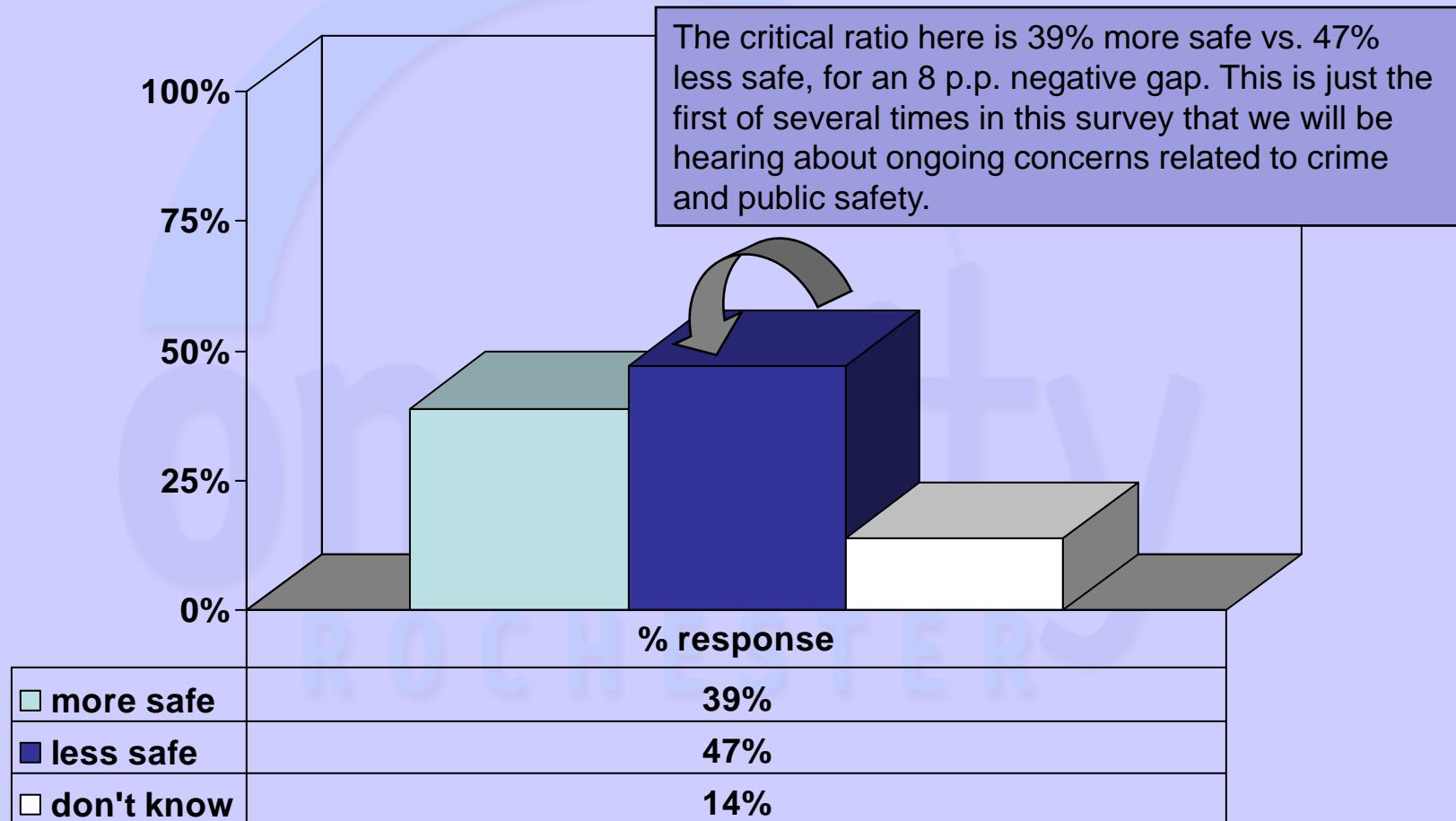
...better or worse?





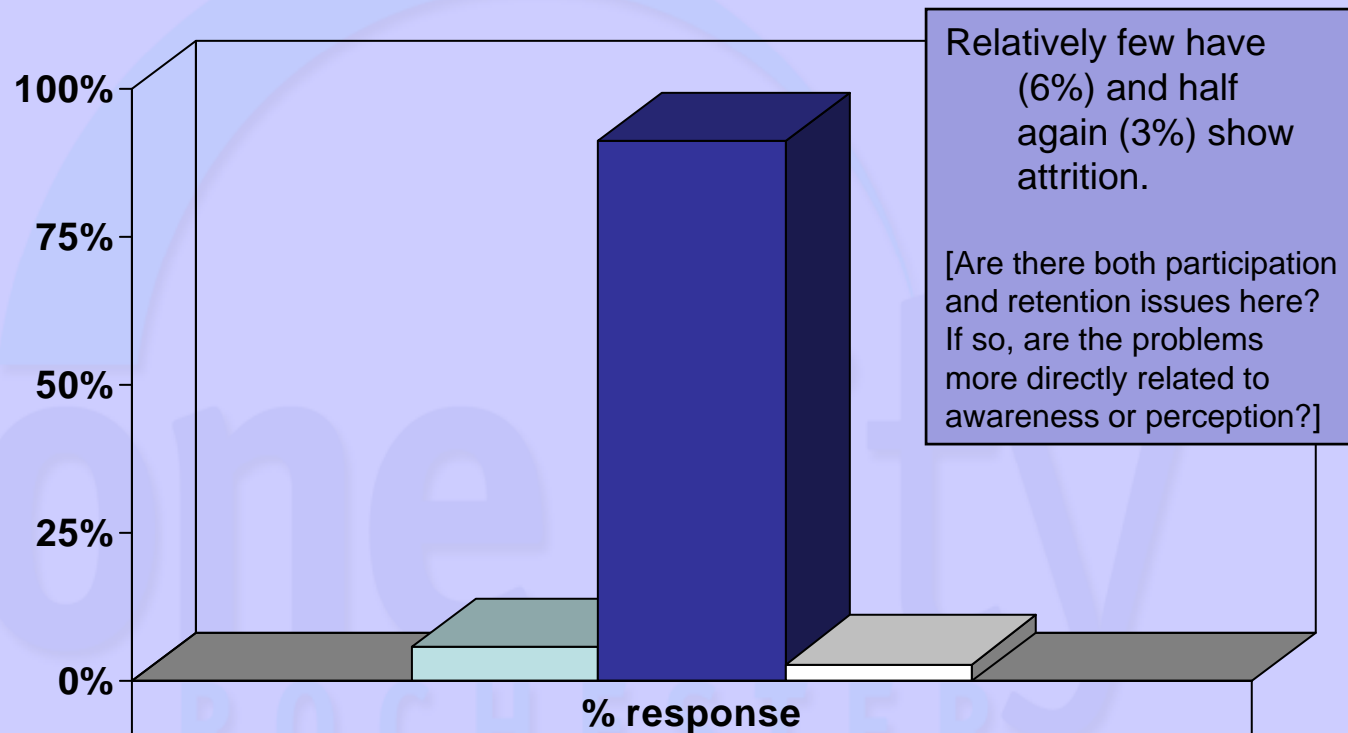
Q2d) Compared to two years ago, would you describe the City as...

...more safe or less safe?



[N=646]

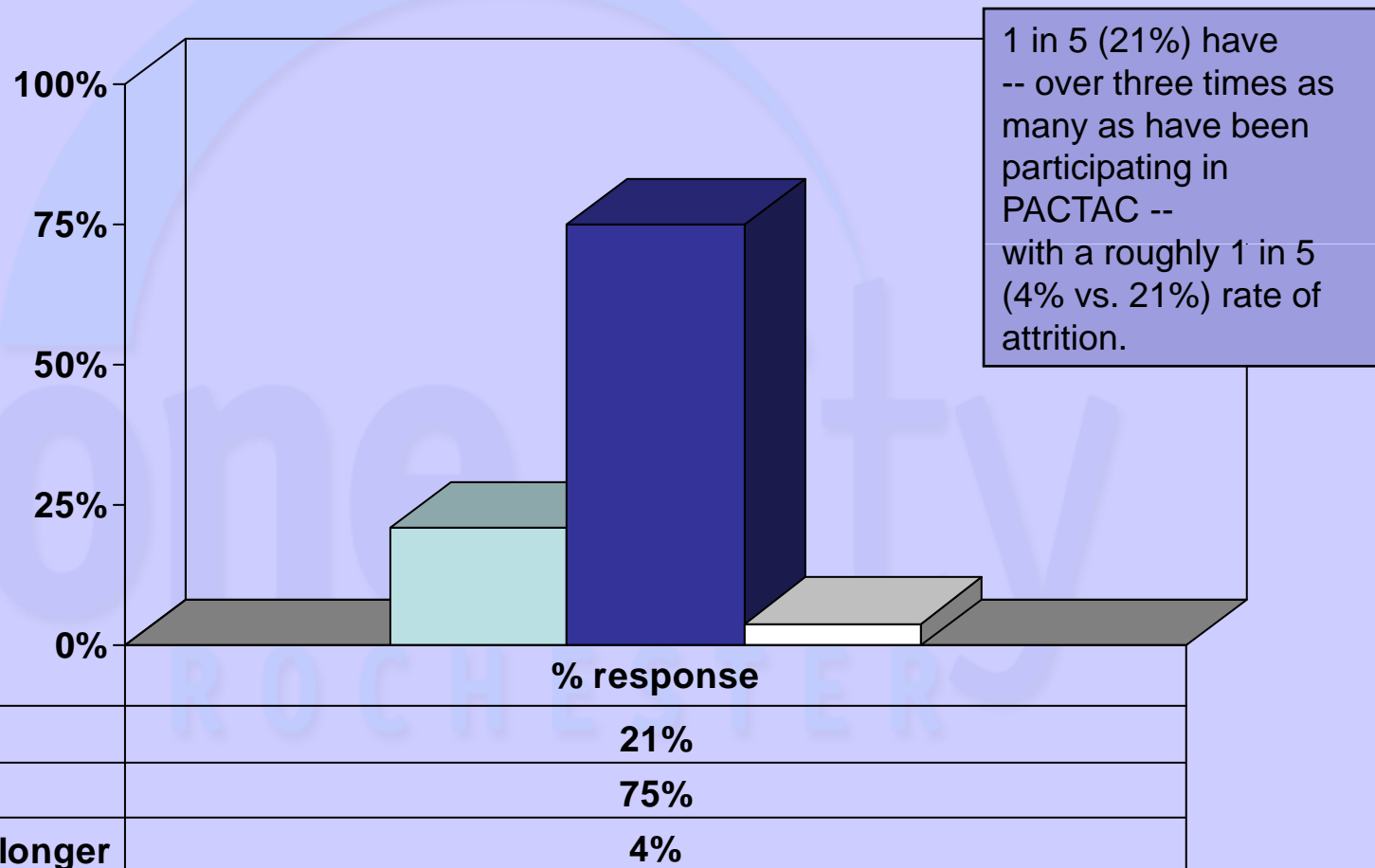
### Q3a) Have you been participating in PACTAC -- that's the Police and Citizens Together Against Crime program?



|   |     |
|---|-----|
| <span style="color: #4682B4;">■</span> yes                | 6%  |
| <span style="color: #00008B;">■</span> no                 | 91% |
| <span style="color: #D3D3D3;">■</span> used to, no longer | 3%  |

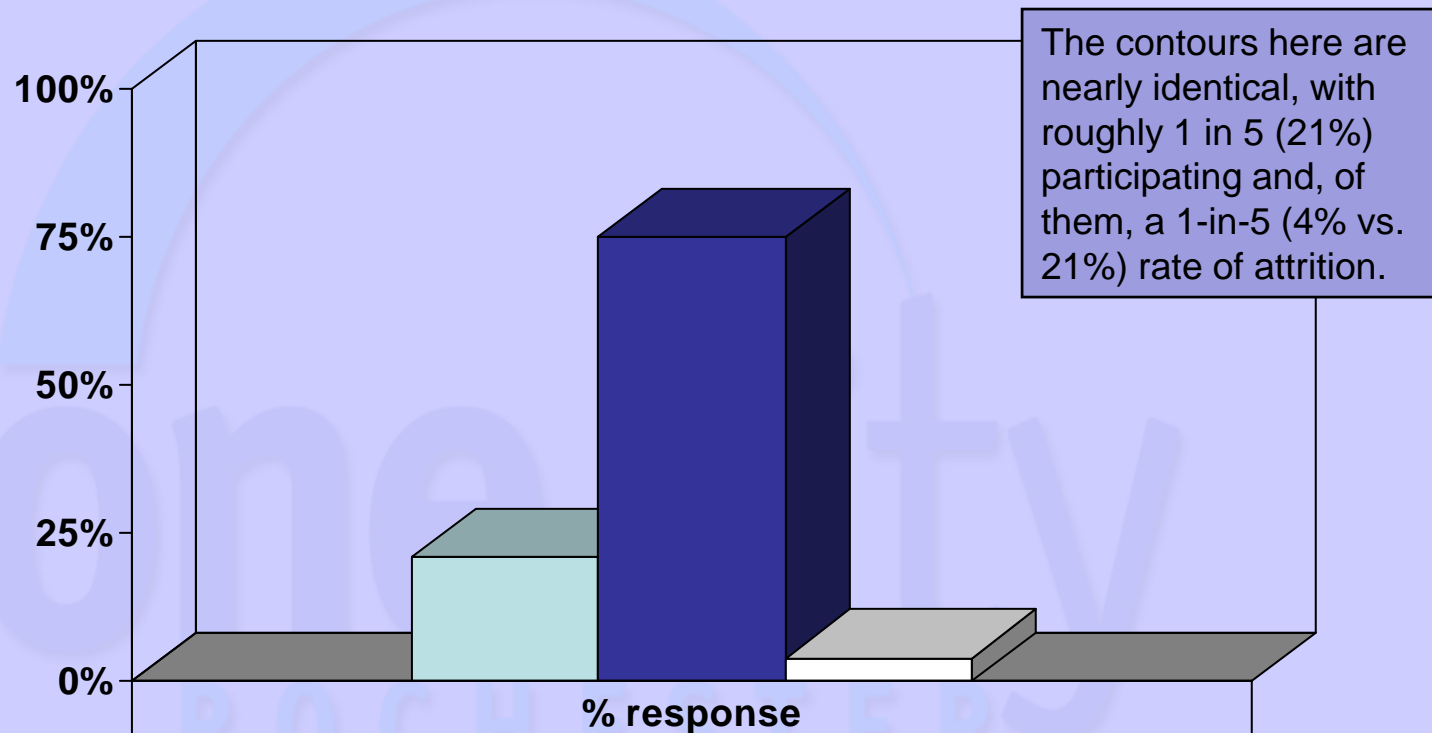
[N=646]

### Q3b) Have you been participating in a neighborhood association ?



[N=646]

**Q3c) [ASKING BUSINESS OWNERS ONLY:]**  
**Have you been participating in a merchants association?**



|                    |     |
|--------------------|-----|
| yes                | 21% |
| no                 | 75% |
| used to, no longer | 4%  |

[N=164 of 646]

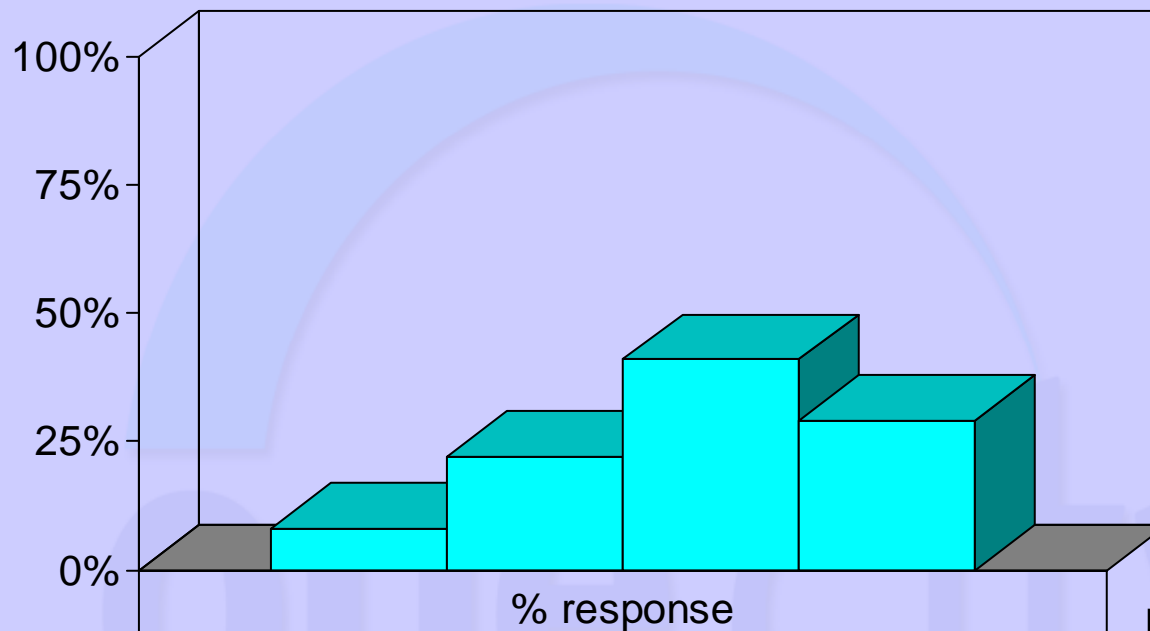


**Q4. Let's now use the old A-F school grading scale, with plus's and minus's if you'd like.**

**What grade would you give to each of these aspects of our City today:**

|           |           |           |          |           |           |          |           |           |          |          |
|-----------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|----------|
| <b>A</b>  | <b>A-</b> | <b>B+</b> | <b>B</b> | <b>B-</b> | <b>C+</b> | <b>C</b> | <b>C-</b> | <b>D+</b> | <b>D</b> | <b>F</b> |
| <b>10</b> | <b>9</b>  | <b>8</b>  | <b>7</b> | <b>6</b>  | <b>5</b>  | <b>4</b> | <b>3</b>  | <b>2</b>  | <b>1</b> | <b>0</b> |

## 4a) ...the housing?



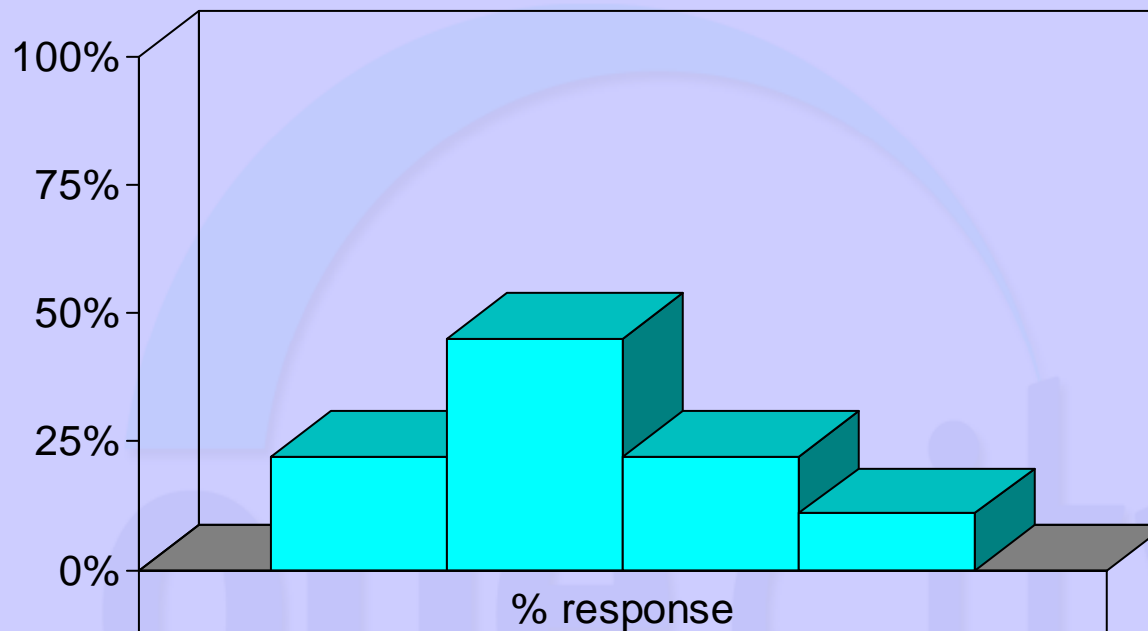
|           |     |
|-----------|-----|
| A, A-     | 8%  |
| B+, B     | 22% |
| B-, C+, C | 41% |
| below C   | 29% |

The mean average grade here was 4.39 (1/3 of the way between C and C+)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 4b) ...the parks & recreation?



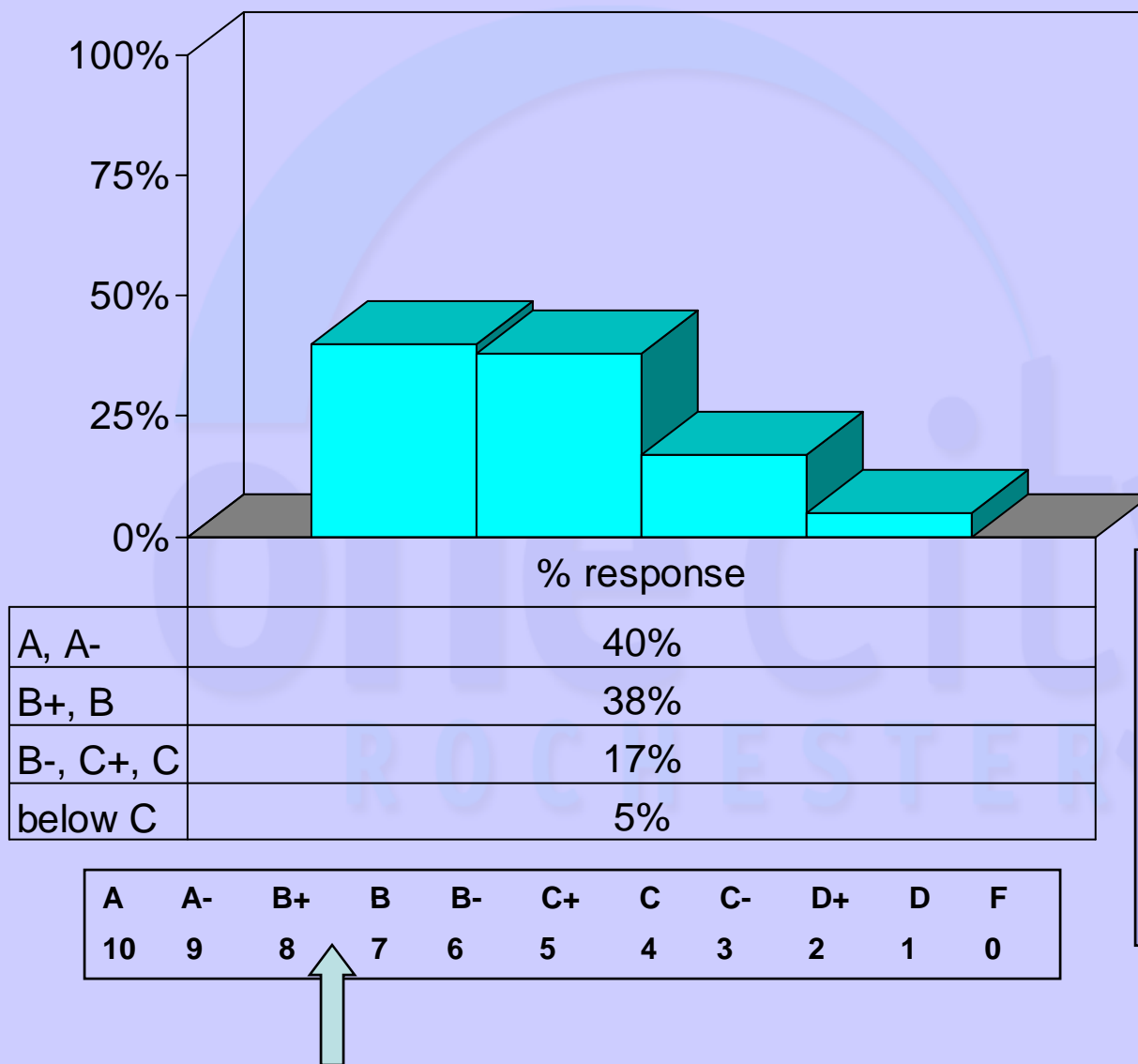
|           |     |
|-----------|-----|
| A, A-     | 22% |
| B+, B     | 45% |
| B-, C+, C | 22% |
| below C   | 11% |

The mean average grade here was 6.49 (halfway between B- and B.)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

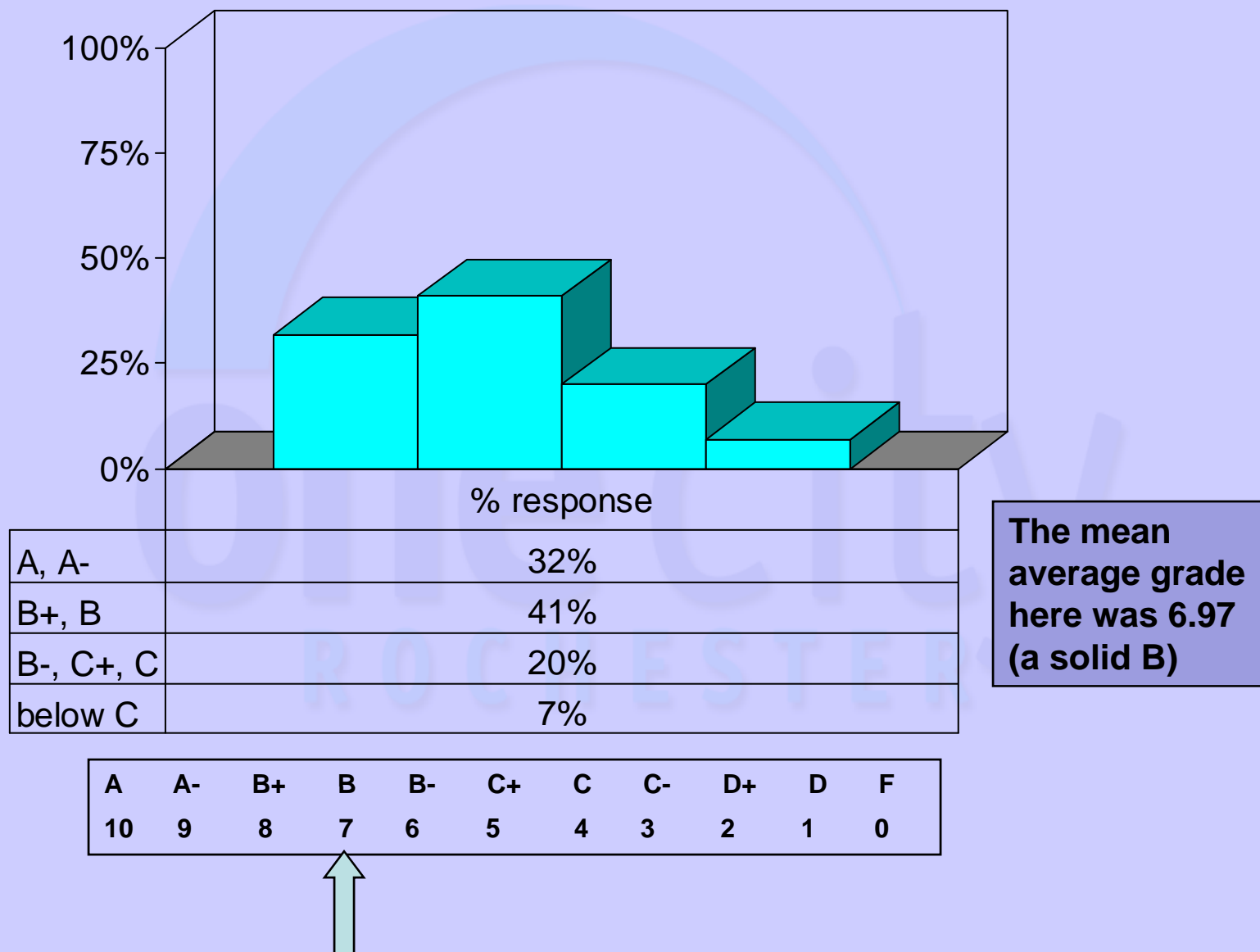


## 4c) ...the festivals?

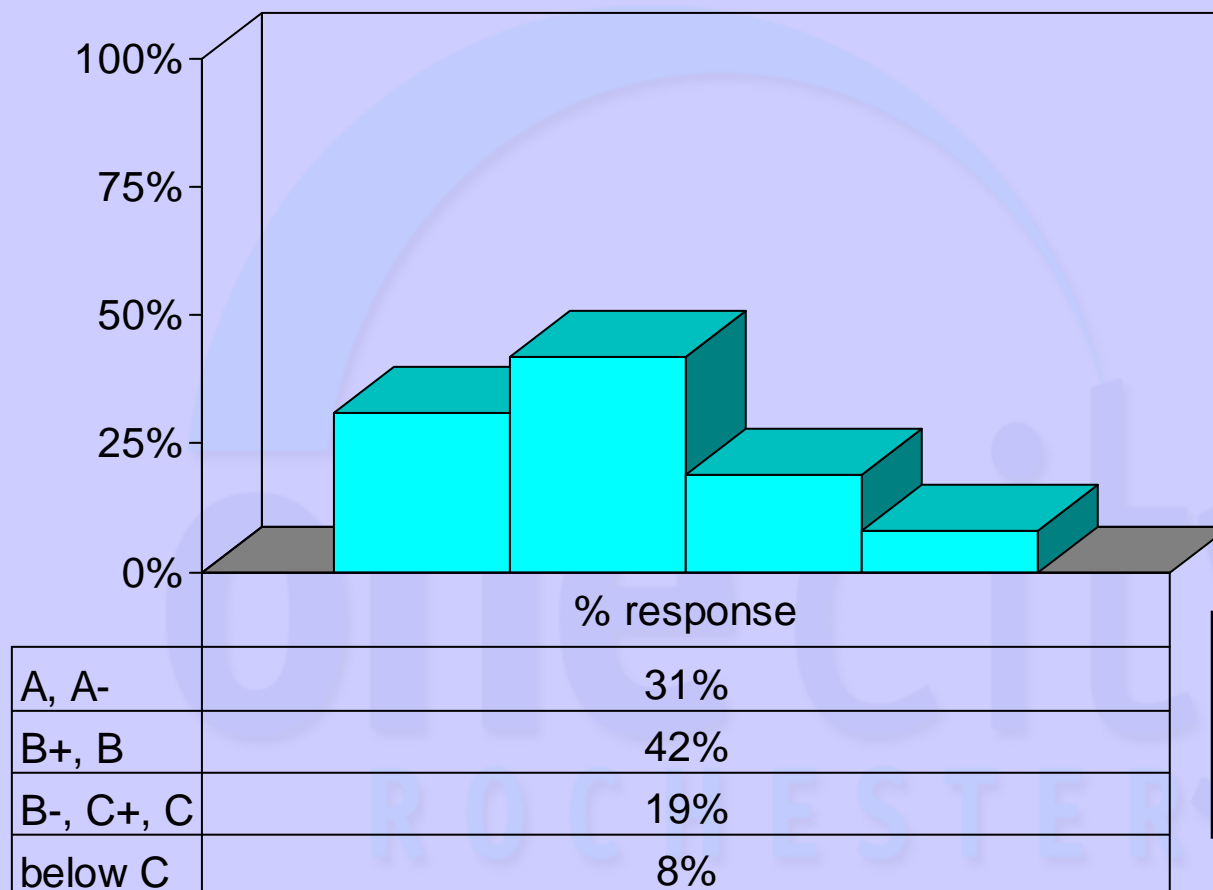


The mean average grade here was 7.42 (nearly halfway between B and B+) with 38% of our sample giving the festivals an A grade.

## 4d) ...the restaurants & entertainment?



## 4e) ...the sports teams?



The mean average grade here was 6.97 (another solid B)

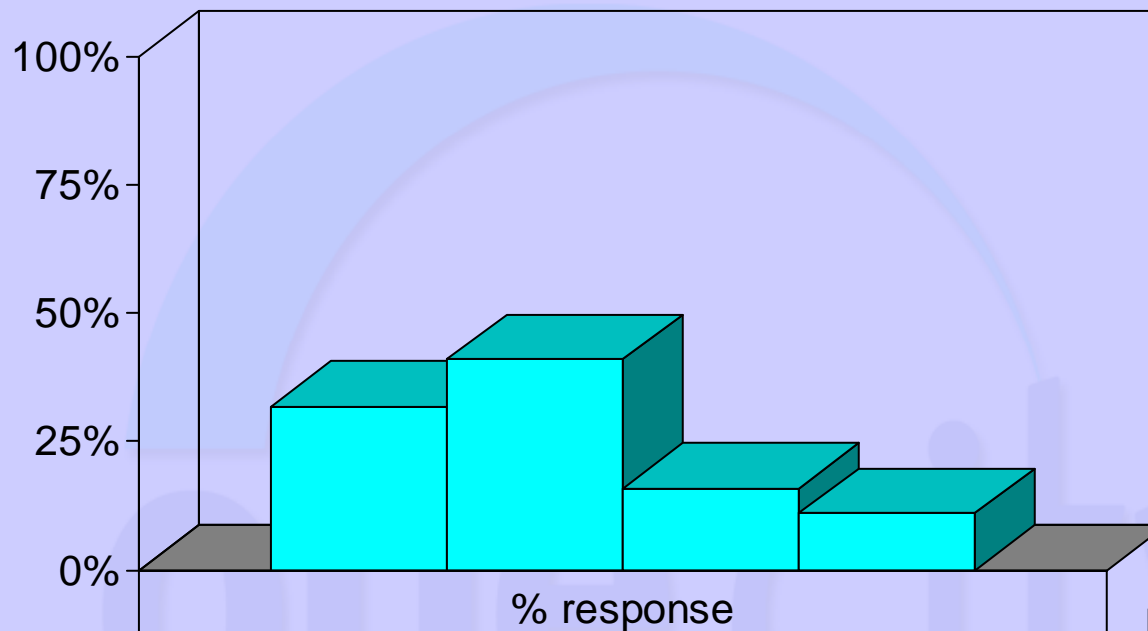
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



**Q5. Still using that A-F scale, how would  
you grade  
our City today in terms of:**

|           |           |           |          |           |           |          |           |           |          |          |
|-----------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|----------|
| <b>A</b>  | <b>A-</b> | <b>B+</b> | <b>B</b> | <b>B-</b> | <b>C+</b> | <b>C</b> | <b>C-</b> | <b>D+</b> | <b>D</b> | <b>F</b> |
| <b>10</b> | <b>9</b>  | <b>8</b>  | <b>7</b> | <b>6</b>  | <b>5</b>  | <b>4</b> | <b>3</b>  | <b>2</b>  | <b>1</b> | <b>0</b> |

## 5a) ...being easy to get around?



|           |     |
|-----------|-----|
| A, A-     | 32% |
| B+, B     | 41% |
| B-, C+, C | 16% |
| below C   | 11% |

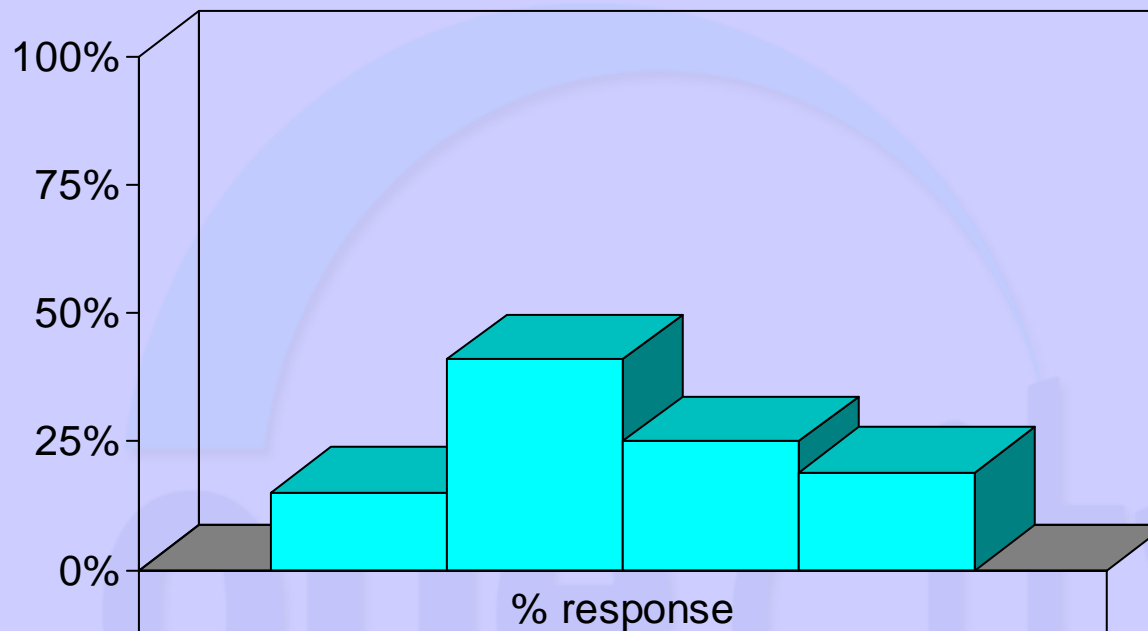
The mean average grade here was 6.87 (a grade approaching B)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |





## 5b) ...traffic?



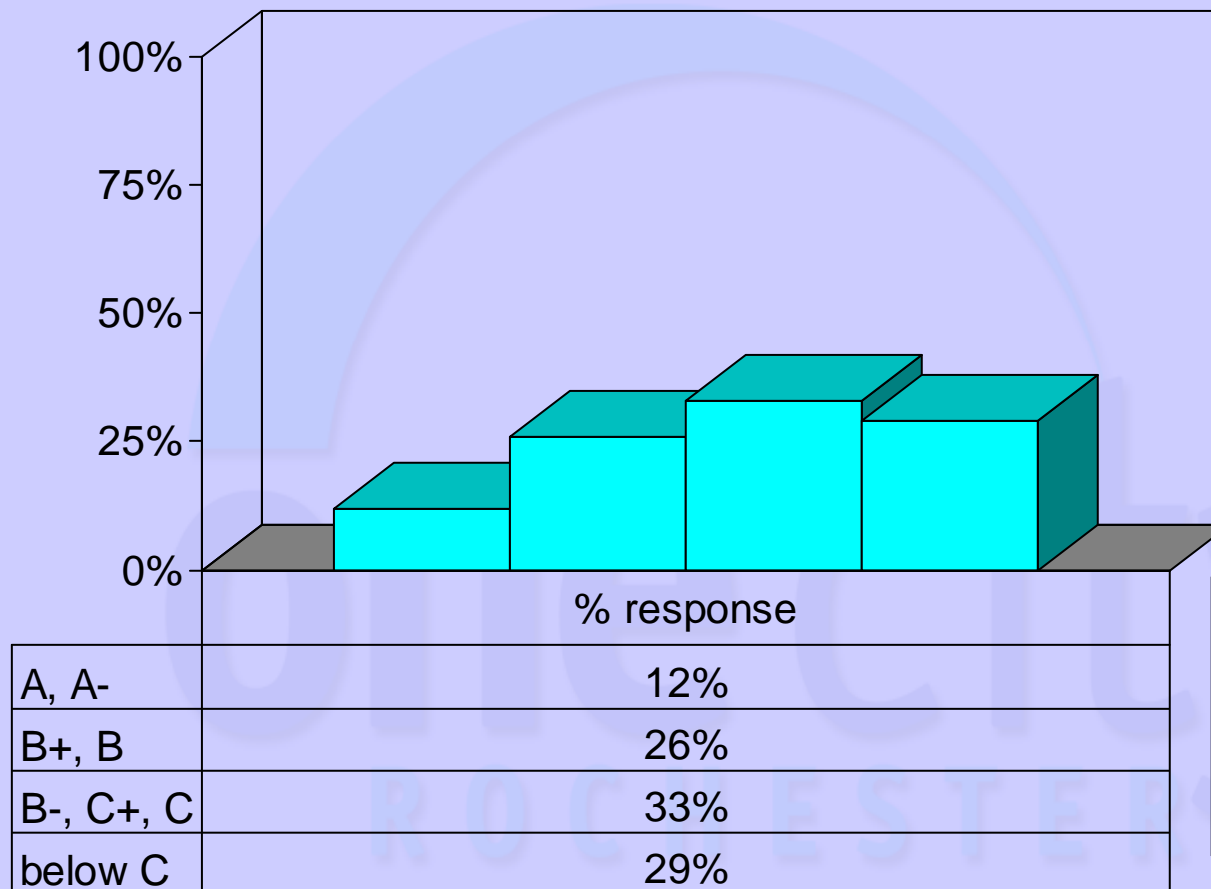
|           |     |
|-----------|-----|
| A, A-     | 15% |
| B+, B     | 41% |
| B-, C+, C | 25% |
| below C   | 19% |

The mean average grade here was 5.65 (2/3 of the way between C+ and B-)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 5c) ...parking?



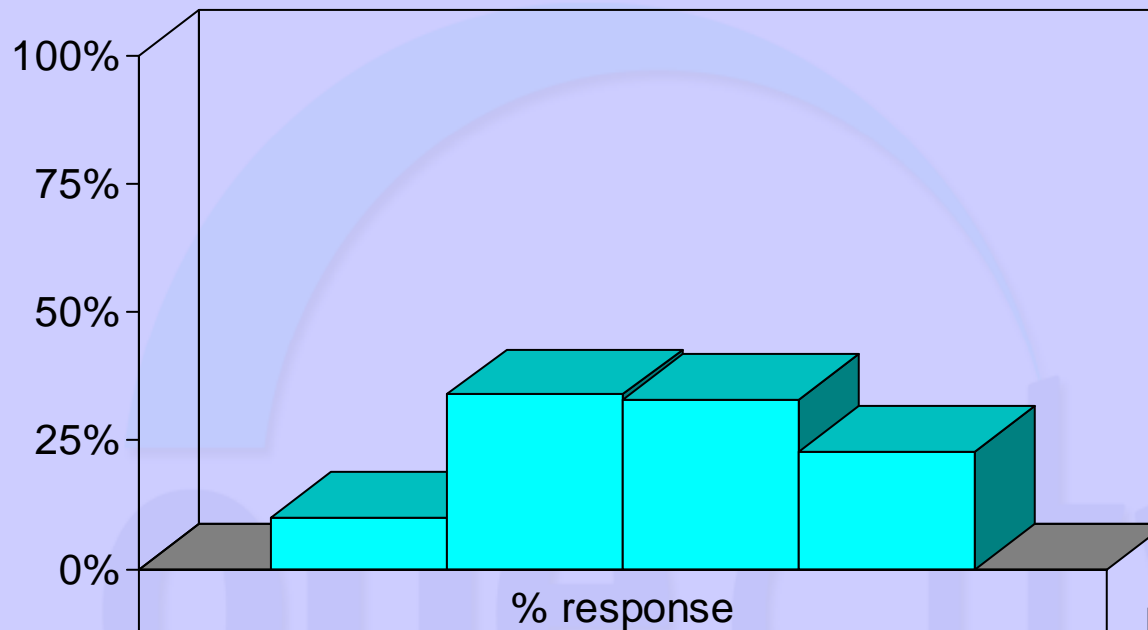
The mean average grade here was 4.65 (2/3 of the way between C and C+)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |





## 5d) ...noise?



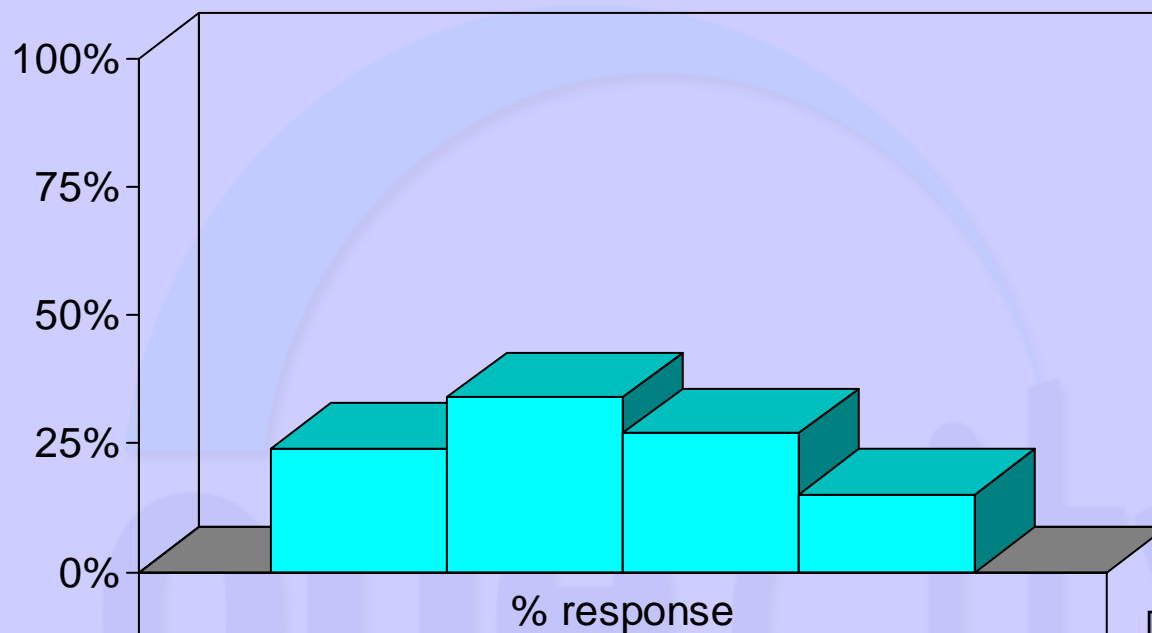
|           |     |
|-----------|-----|
| A, A-     | 10% |
| B+, B     | 34% |
| B-, C+, C | 33% |
| below C   | 23% |

The mean average grade here was 4.94 (a solid C+)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 5e) ...public transportation?



|           |     |
|-----------|-----|
| A, A-     | 24% |
| B+, B     | 34% |
| B-, C+, C | 27% |
| below C   | 15% |

The mean average grade here was 6.04 (a solid B-)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

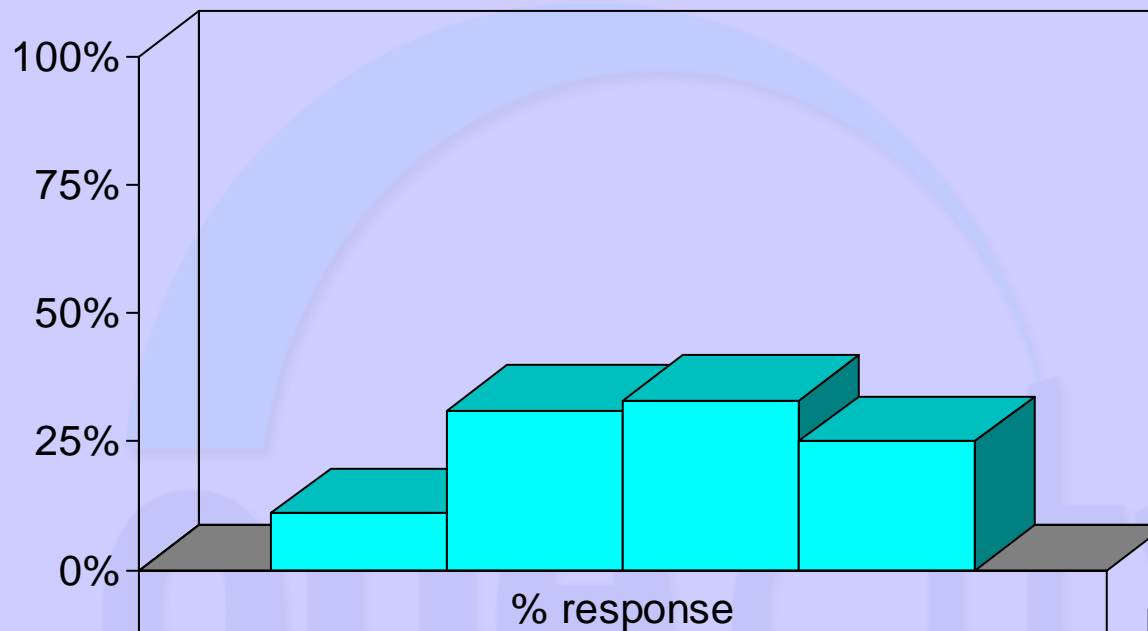


**Q6. Still using that A-F scale, how would  
you grade  
our City today in terms of:**

|           |           |           |          |           |           |          |           |           |          |          |
|-----------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|----------|
| <b>A</b>  | <b>A-</b> | <b>B+</b> | <b>B</b> | <b>B-</b> | <b>C+</b> | <b>C</b> | <b>C-</b> | <b>D+</b> | <b>D</b> | <b>F</b> |
| <b>10</b> | <b>9</b>  | <b>8</b>  | <b>7</b> | <b>6</b>  | <b>5</b>  | <b>4</b> | <b>3</b>  | <b>2</b>  | <b>1</b> | <b>0</b> |



## 6a) ...the condition and repair of the City's streets?



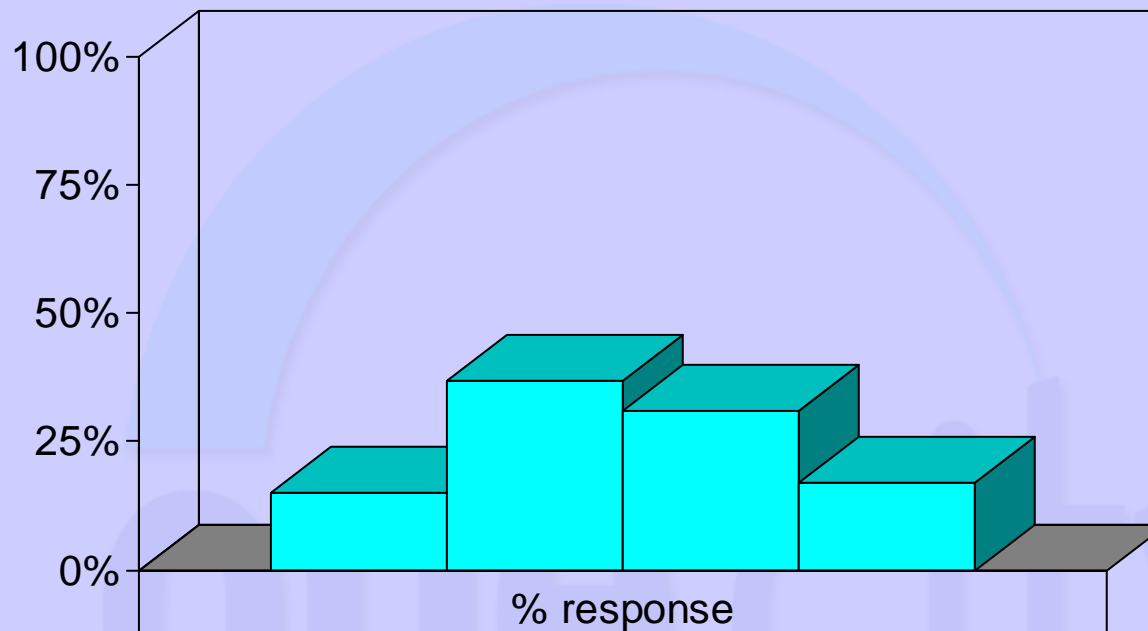
|           |     |
|-----------|-----|
| A, A-     | 11% |
| B+, B     | 31% |
| B-, C+, C | 33% |
| below C   | 25% |

The mean average grade here was 4.89 (a grade approaching C+)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 6b) ...the condition and repair of the City's sidewalks?



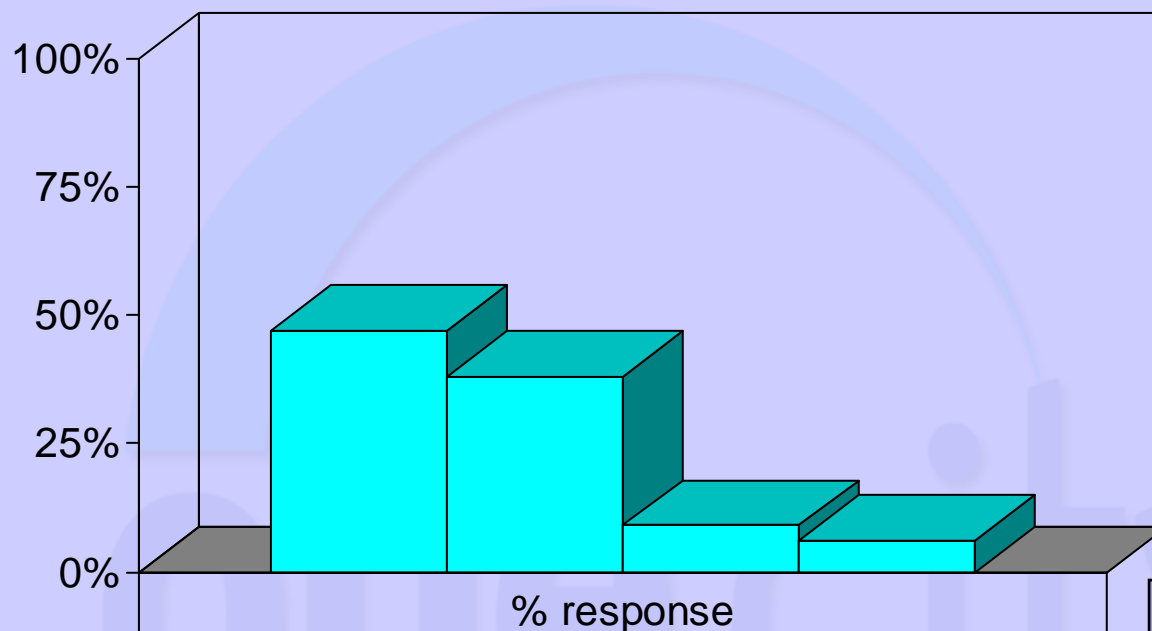
|           |     |
|-----------|-----|
| A, A-     | 15% |
| B+, B     | 37% |
| B-, C+, C | 31% |
| below C   | 17% |

The mean average grade here was 5.58 (halfway between C+ and B-)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 6c) ...trash pick-up & recycling?



|           |     |
|-----------|-----|
| A, A-     | 47% |
| B+, B     | 38% |
| B-, C+, C | 9%  |
| below C   | 6%  |

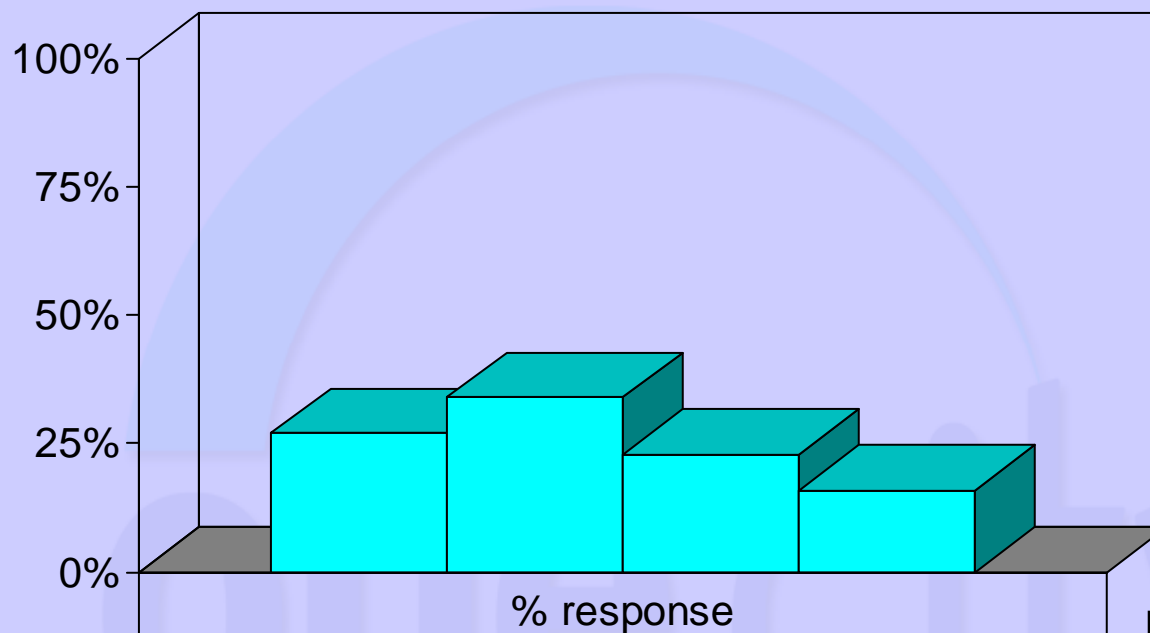
The mean average grade here was 7.82 (a grade 4/5 of the way to a B+)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |





## 6d) ...snowplowing?



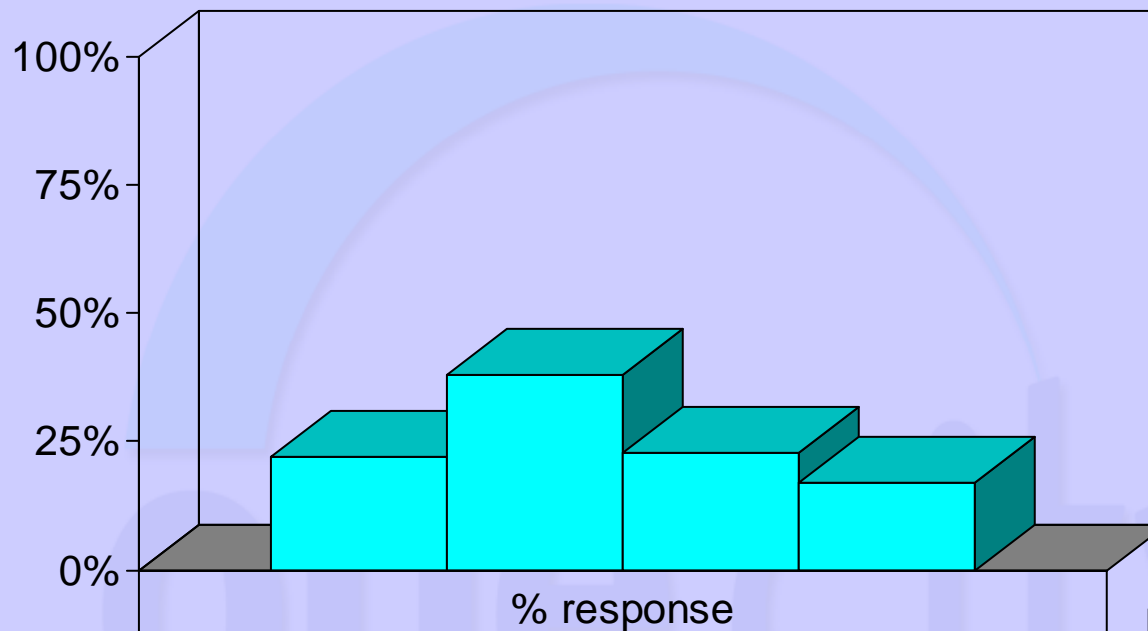
|           |     |
|-----------|-----|
| A, A-     | 27% |
| B+, B     | 34% |
| B-, C+, C | 23% |
| below C   | 16% |

The mean average grade here was 6.21 (just above B-)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 6e) ...leaf collection in the fall?



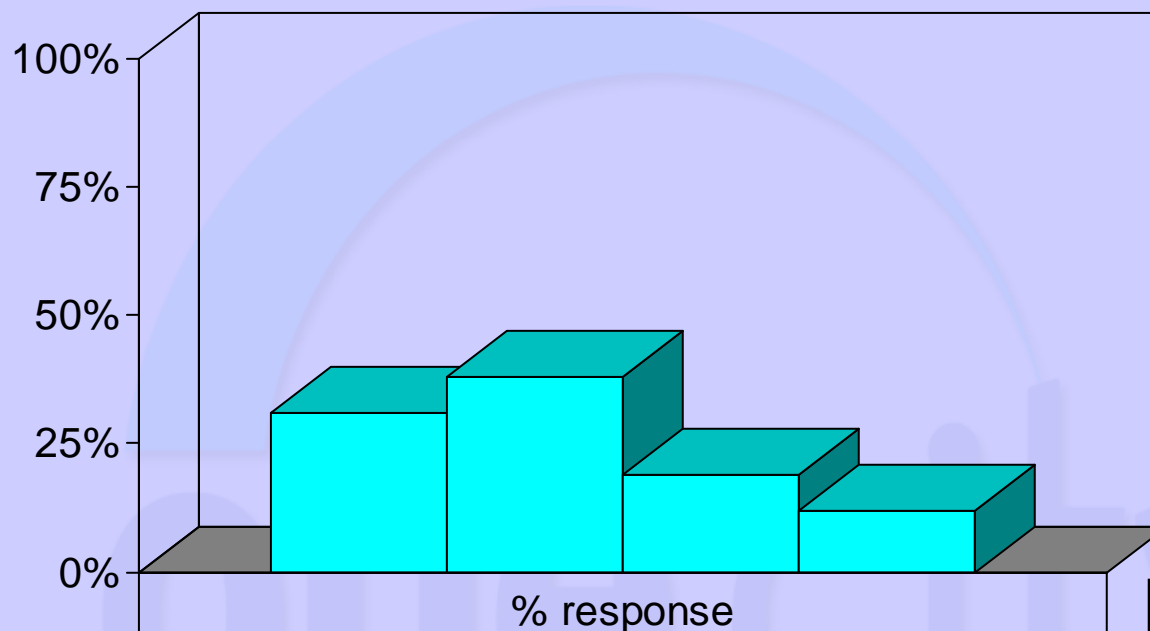
|           |     |
|-----------|-----|
| A, A-     | 22% |
| B+, B     | 38% |
| B-, C+, C | 23% |
| below C   | 17% |

The mean average grade here was 6.01 (another solid B-)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 6f) ...street lighting?



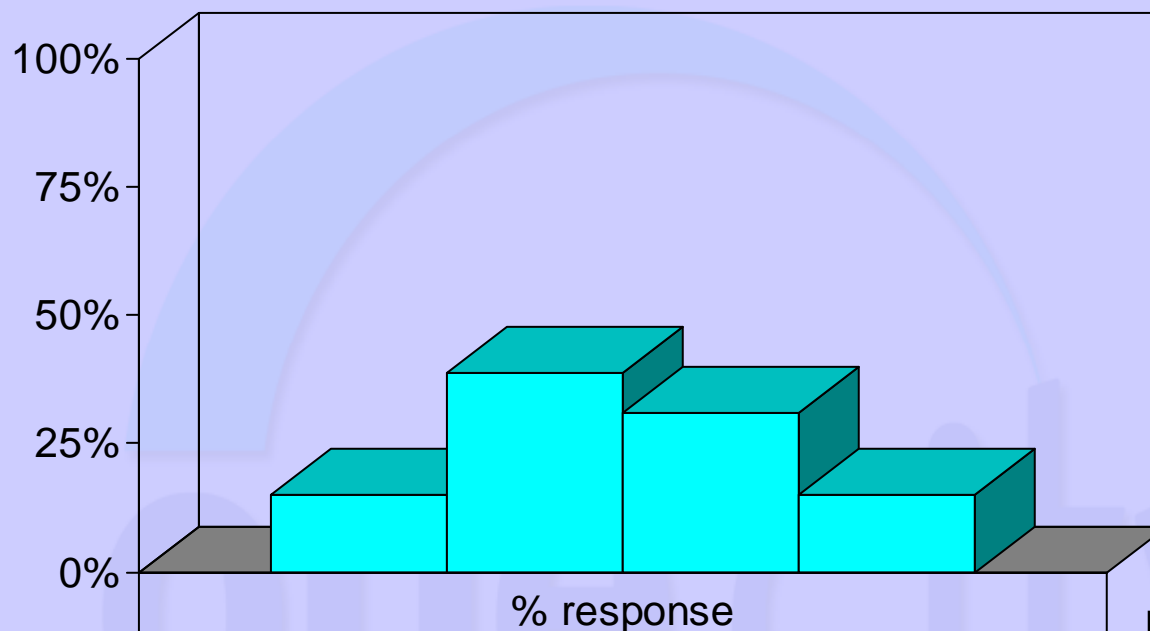
|           |     |
|-----------|-----|
| A, A-     | 31% |
| B+, B     | 38% |
| B-, C+, C | 19% |
| below C   | 12% |

The mean average grade here was 6.72 ( $\frac{3}{4}$  of the way between B- and B)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 6g) ...clean, healthy air?



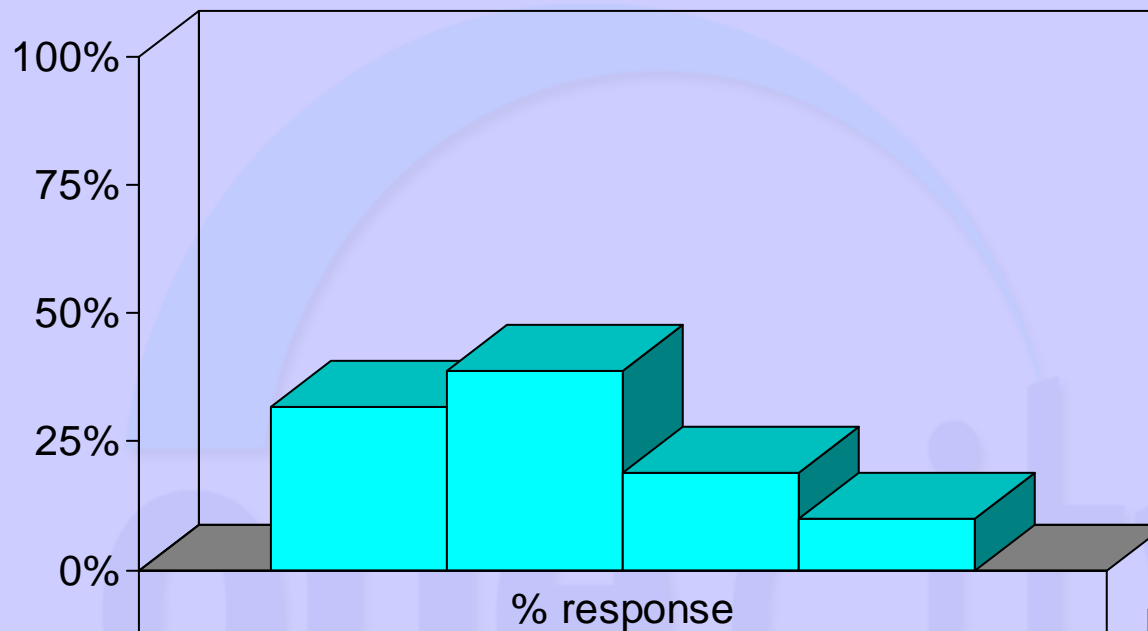
|           |     |
|-----------|-----|
| A, A-     | 15% |
| B+, B     | 39% |
| B-, C+, C | 31% |
| below C   | 15% |

The mean average grade here was 5.72 ( $\frac{3}{4}$  of the way between C+ and B-)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 6h) ...clean, healthy water?



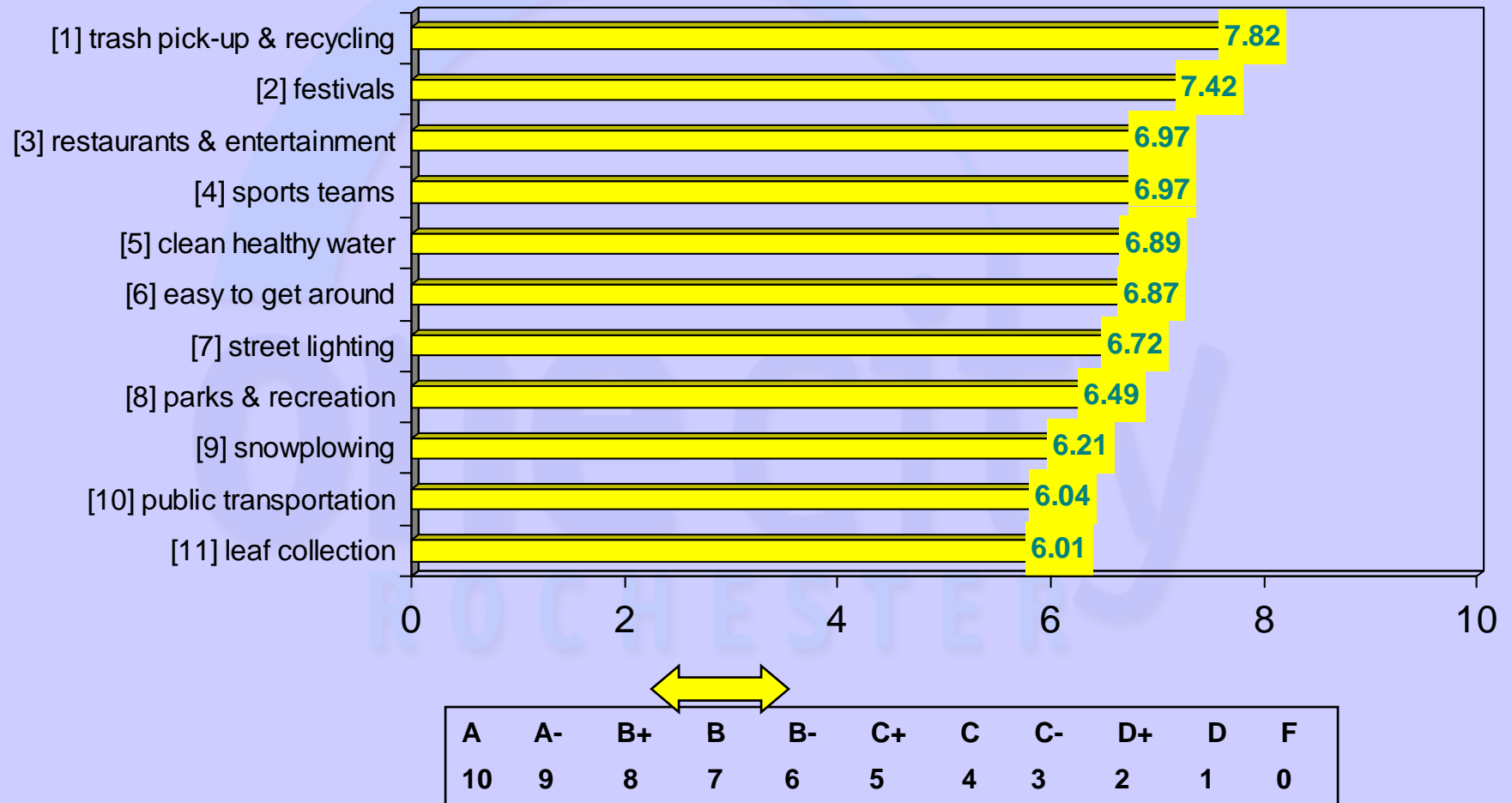
|           |     |
|-----------|-----|
| A, A-     | 32% |
| B+, B     | 39% |
| B-, C+, C | 19% |
| below C   | 10% |

The mean average grade here was 6.89 (a grade approaching B)

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

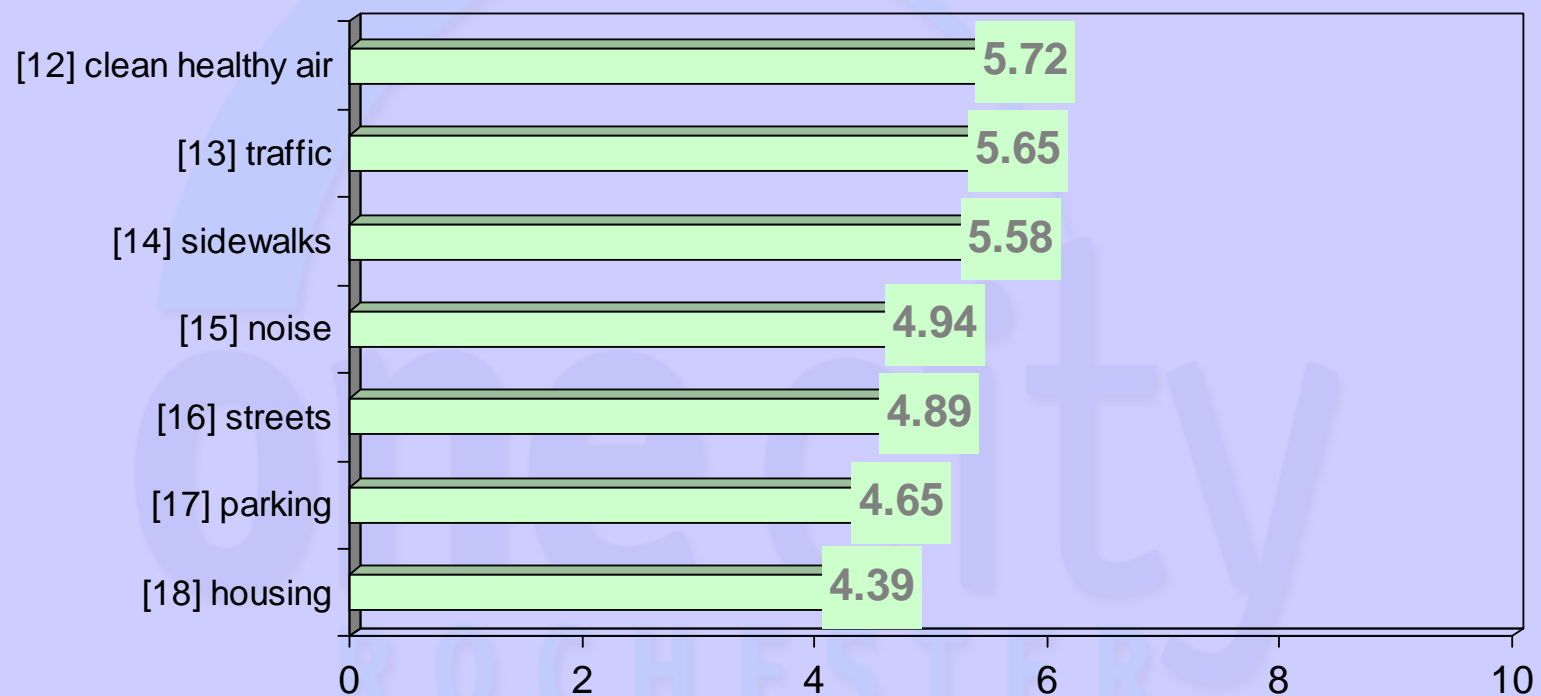


## BEST-TO-WORST-PERCEIVED CITY ASPECTS PROFILE [top 11 of 18, ranging from B- through B+]



[N = 646]

## BEST-TO-WORST-PERCEIVED CITY ASPECTS PROFILE [bottom 7 of 18, ranging from C through C+]

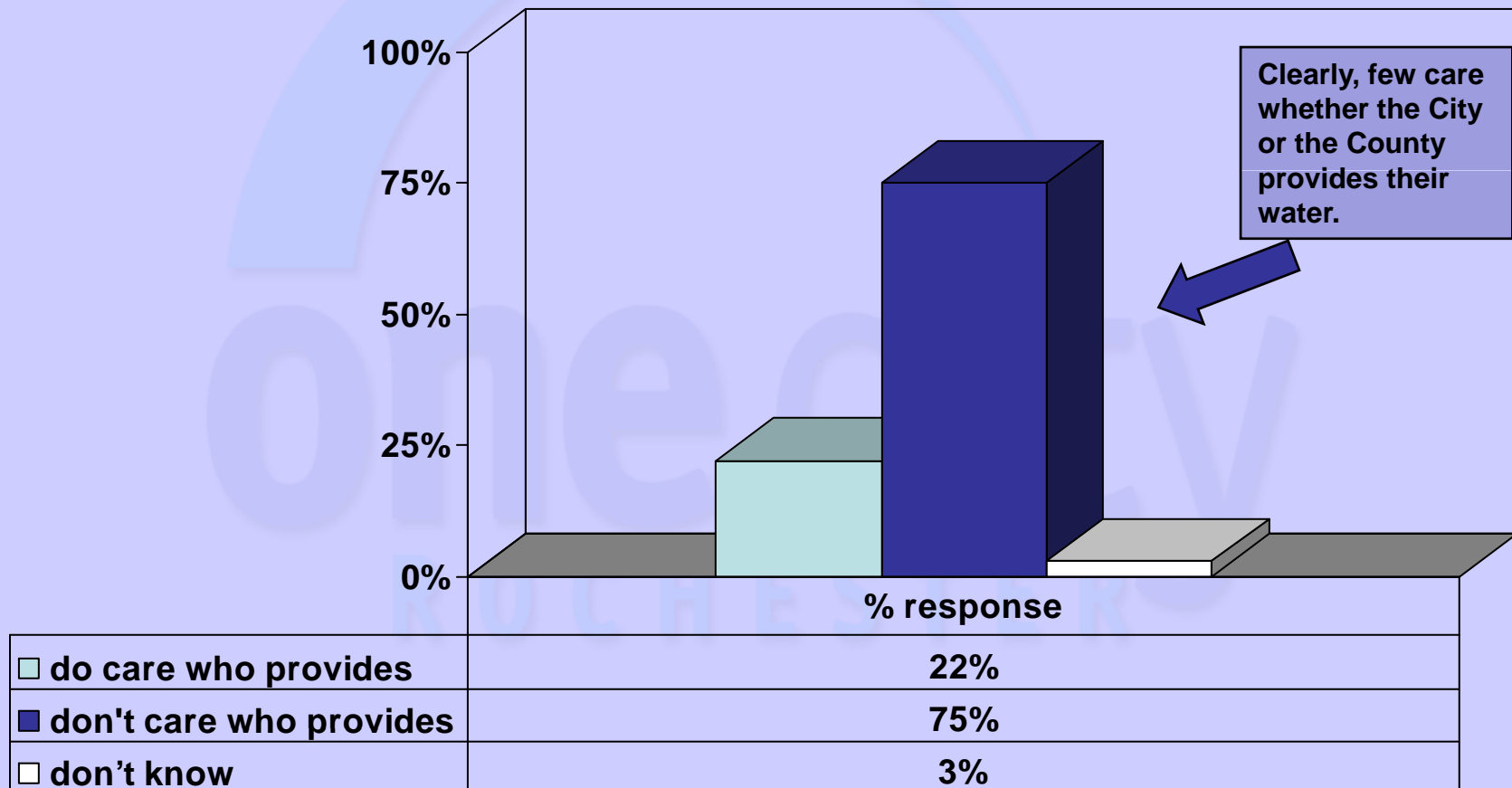


|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

[N = 646]



Q7. Some people tell us that they really do care who provides their water – whether, for example, it's provided by the Monroe County Water Authority or by the City of Rochester. But other people tell us that as long as their water is pure, affordable, and there when they turn on the tap, they really don't care whether it's provided by the City or the County. Are you more like the first people or the second people I just described? In other words, **do you care, or not care, whether your water is provided by the City or the County?**

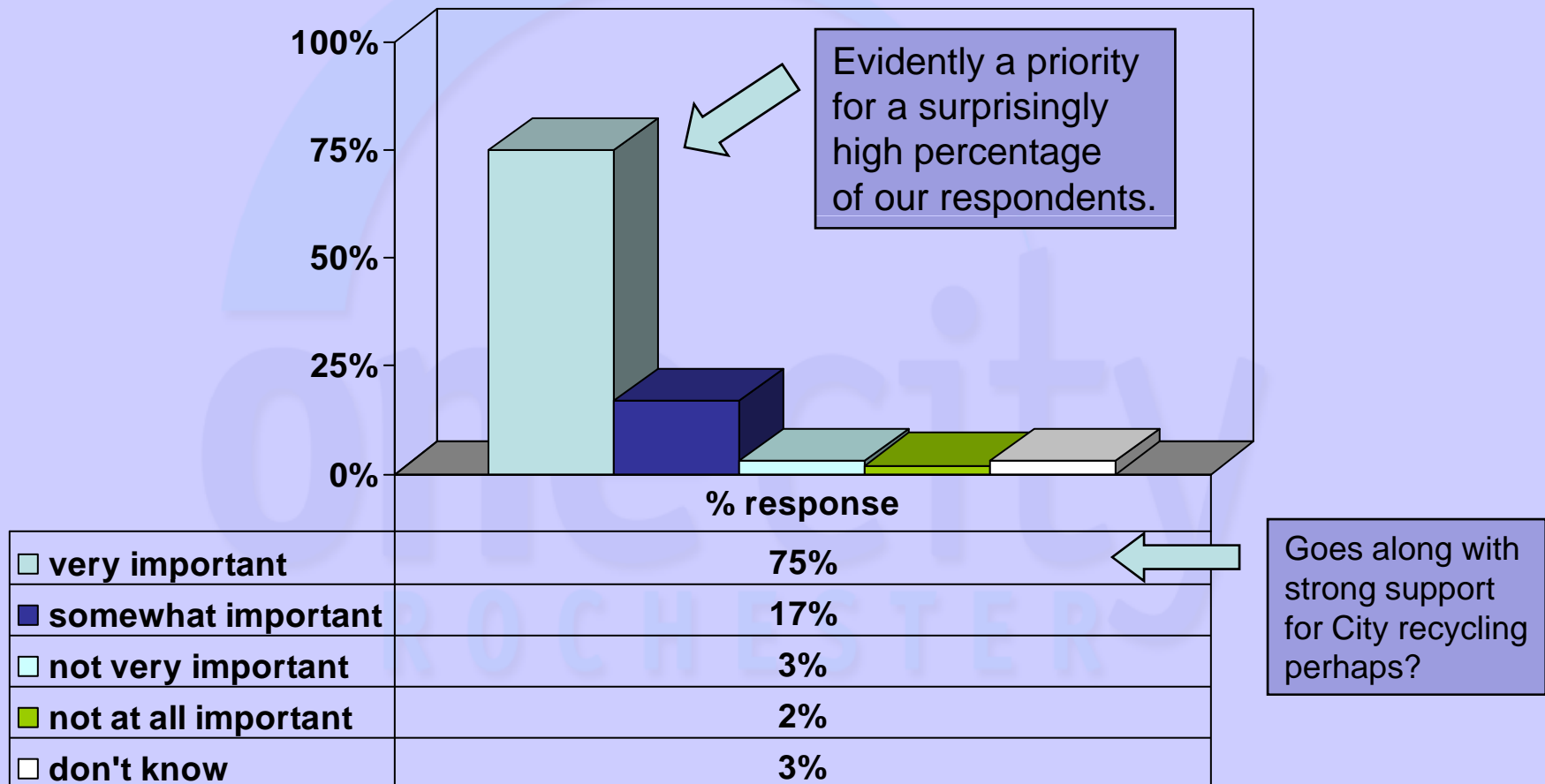


[N = 646]





**Q8. Do you consider it very, somewhat, not very, or not at all important that our City today is an environmental leader in promoting green practices related to energy savings?**



[N = 646]

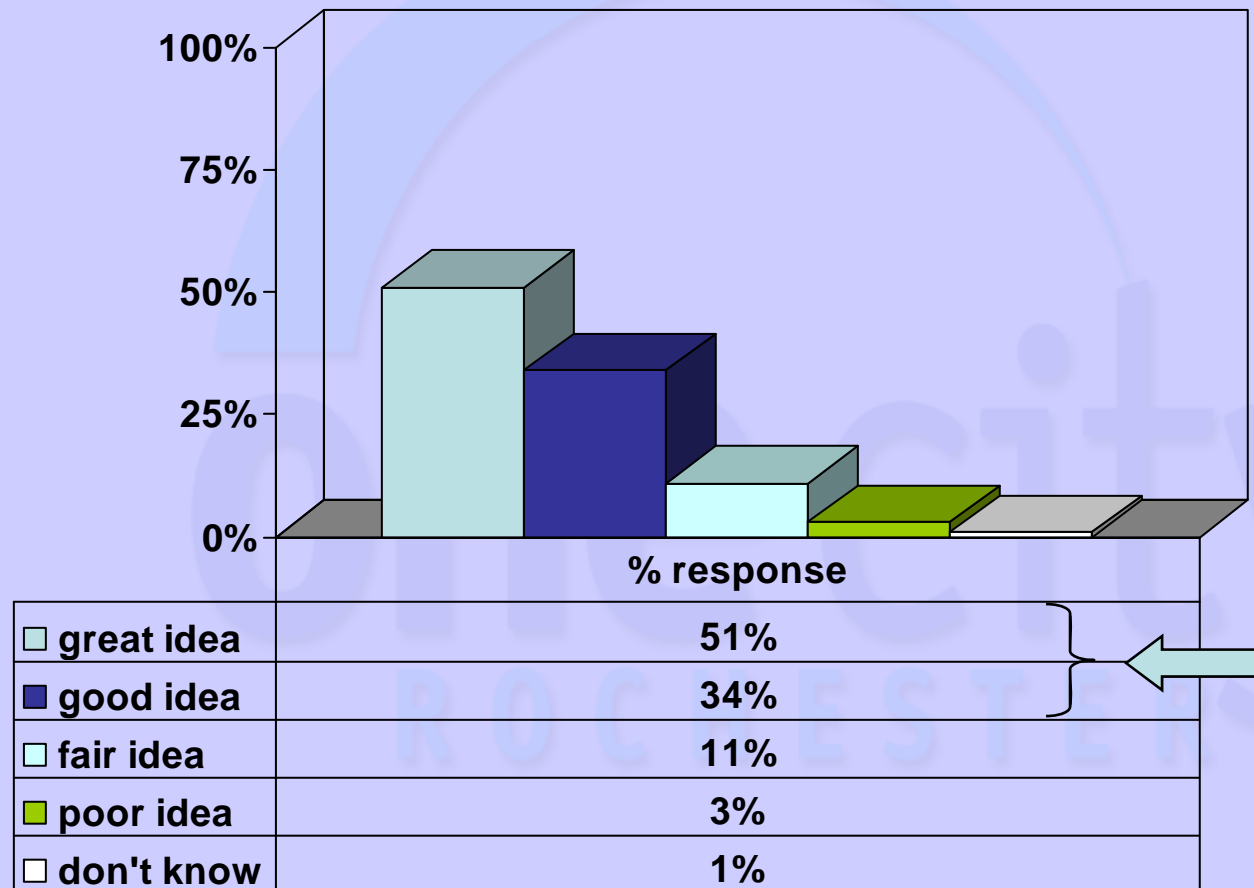


**Q9. I'd now like to ask your opinion of several different City initiatives.**

**Does each of these initiatives sound like a great, good, fair or poor idea for our City:**



## Q9b) ...hiring more police?



51% great idea

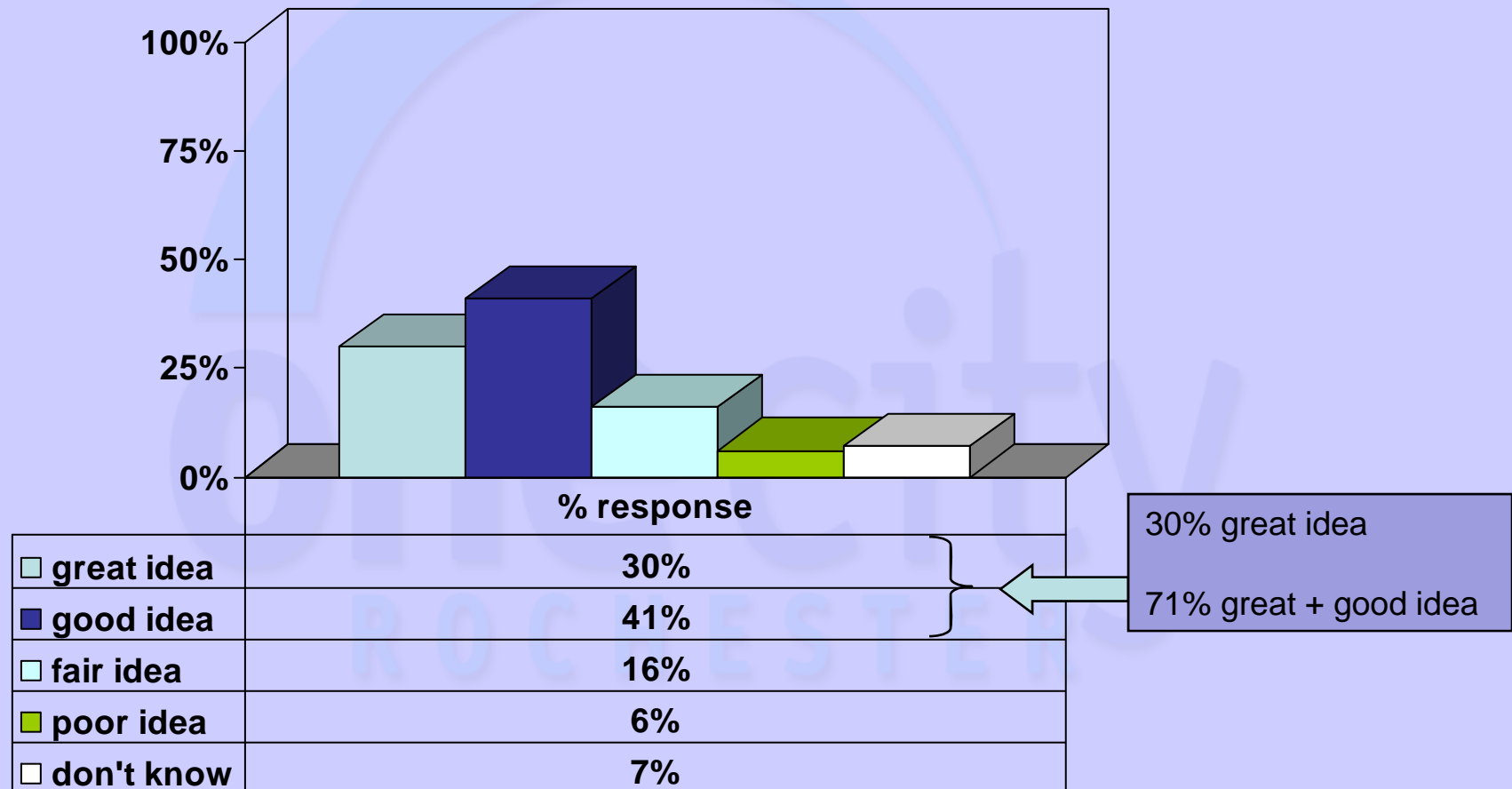
85% great + good idea

consistent with Q2d  
and other crime-related  
questions still to come.

[N = 646]



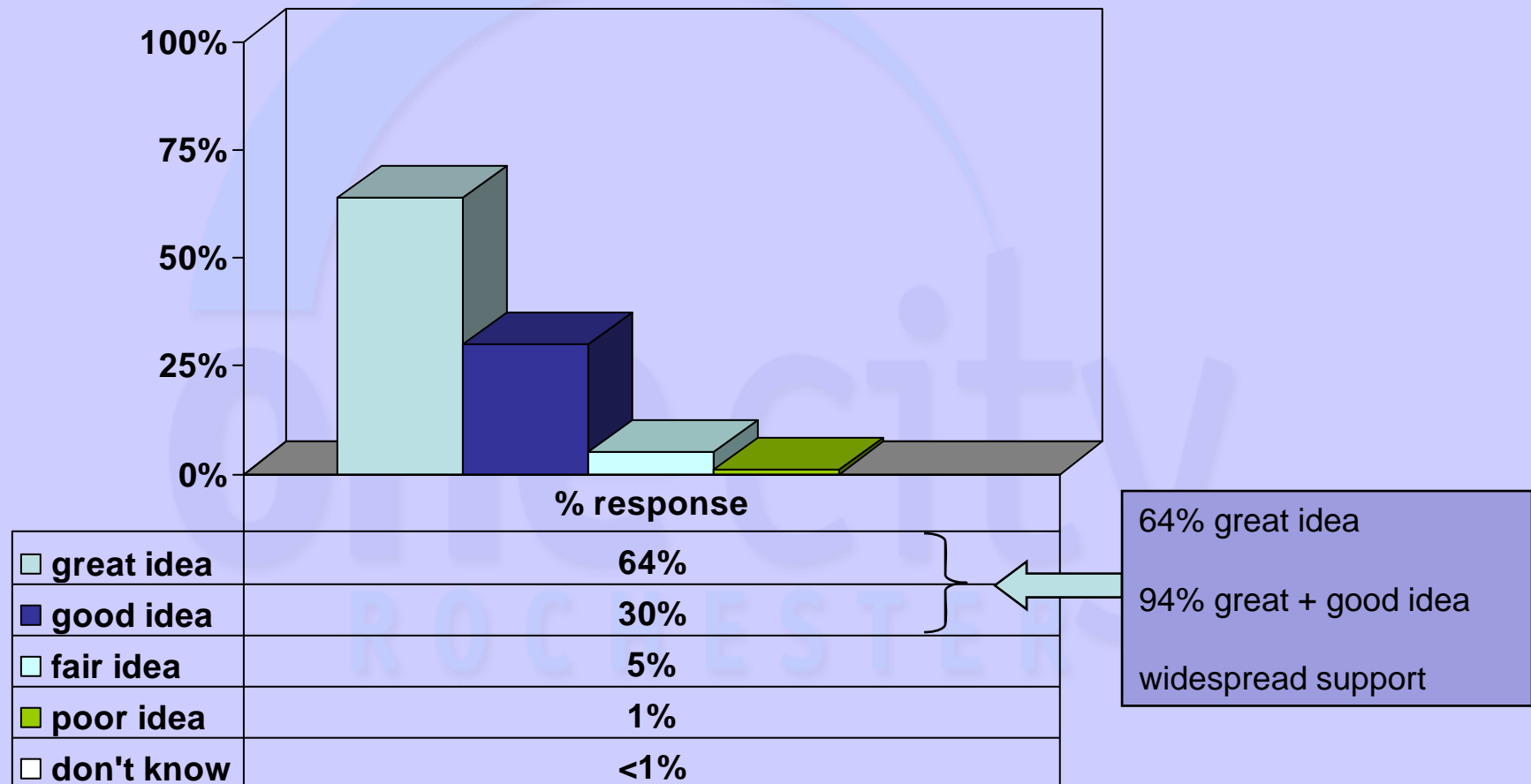
## Q9c) ...re-opening Durand Beach?



[N = 646]



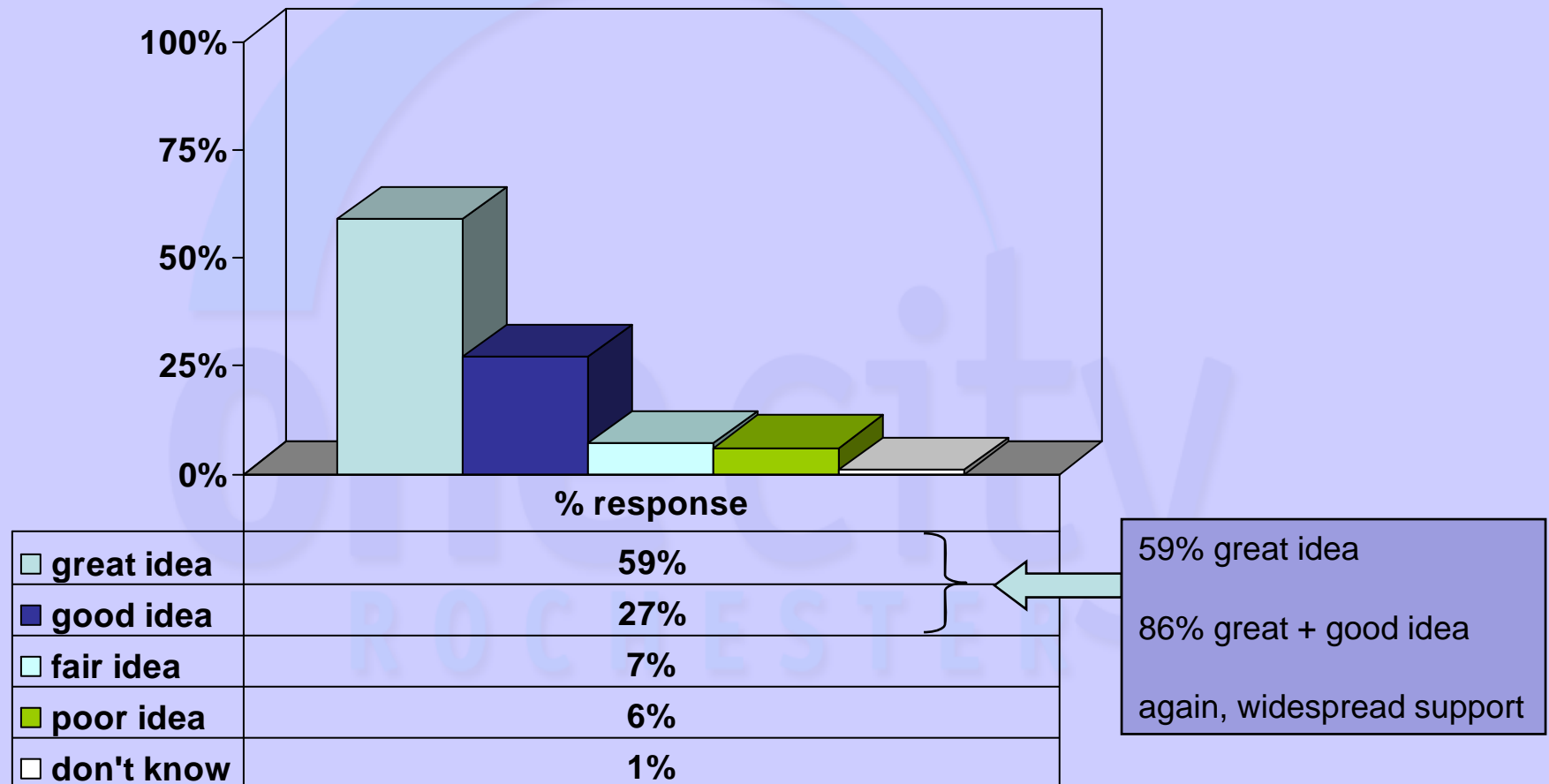
**Q9d) ...Operation Clean Sweep, a series of days when community members from all backgrounds roll up their sleeves and work together to clean up our City?**



[N = 646]



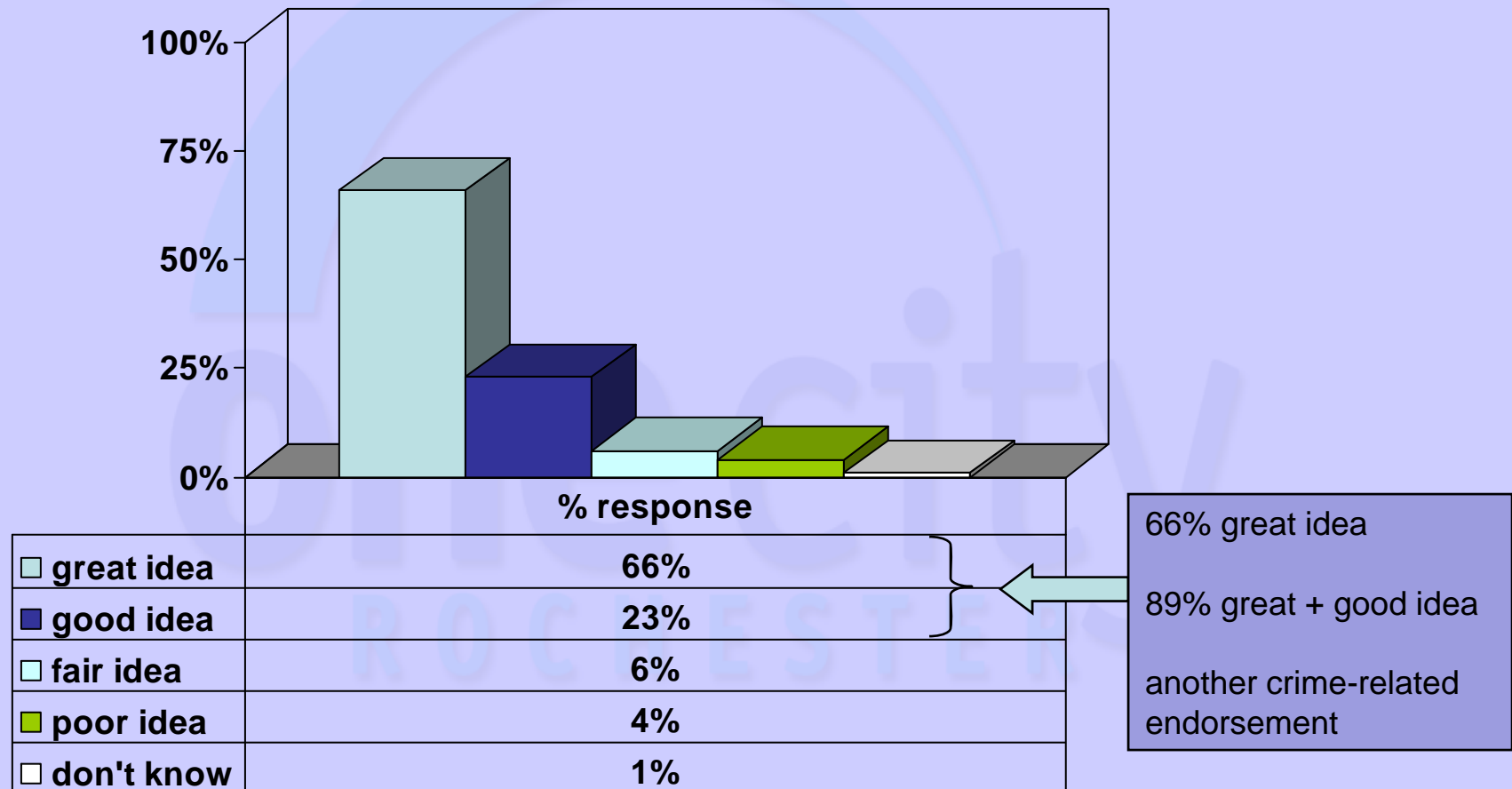
## Q9e) ...demolition of the City's vacant and abandoned homes?



[N = 646]

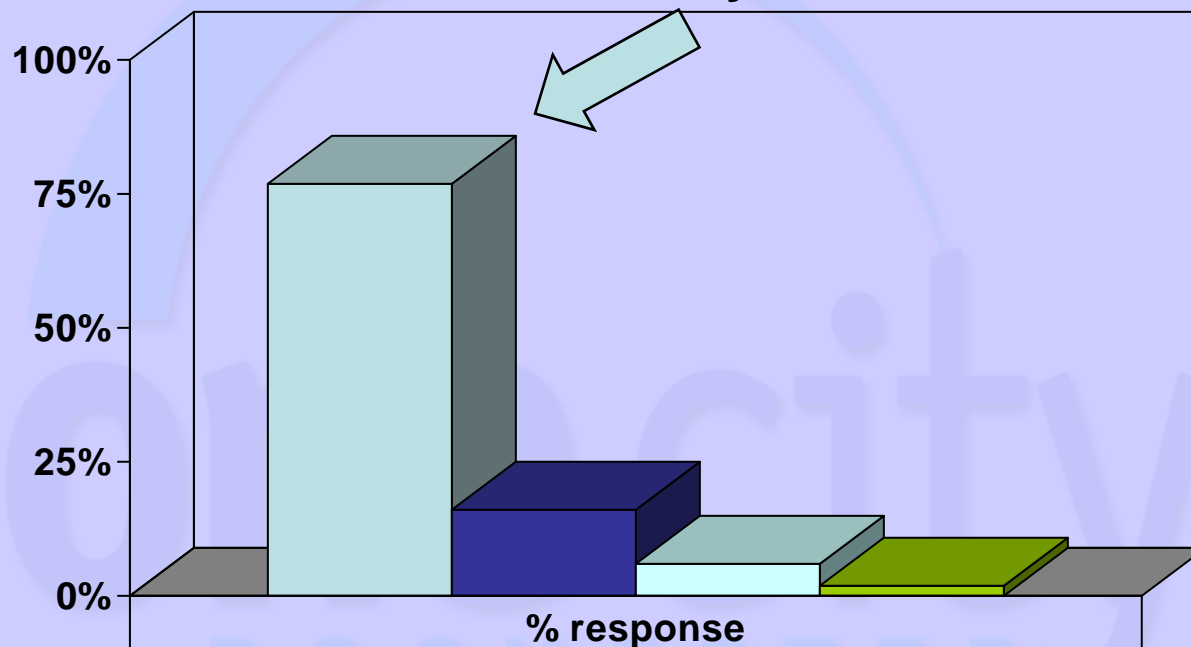


**Q9f) ...Zero Tolerance, an all-around multi-part law enforcement effort – involving multiple City agencies working together to crack down on violent crime in Rochester?**



[N = 646]

**Q9g) Now this Zero Tolerance program is a very costly initiative, and its funding will require that the City spend less on some other projects and programs. With that in mind, do you consider Zero Tolerance – with its focus on reducing violent crime in Rochester – to be a high, medium, or low priority investment in our community?** \*\*



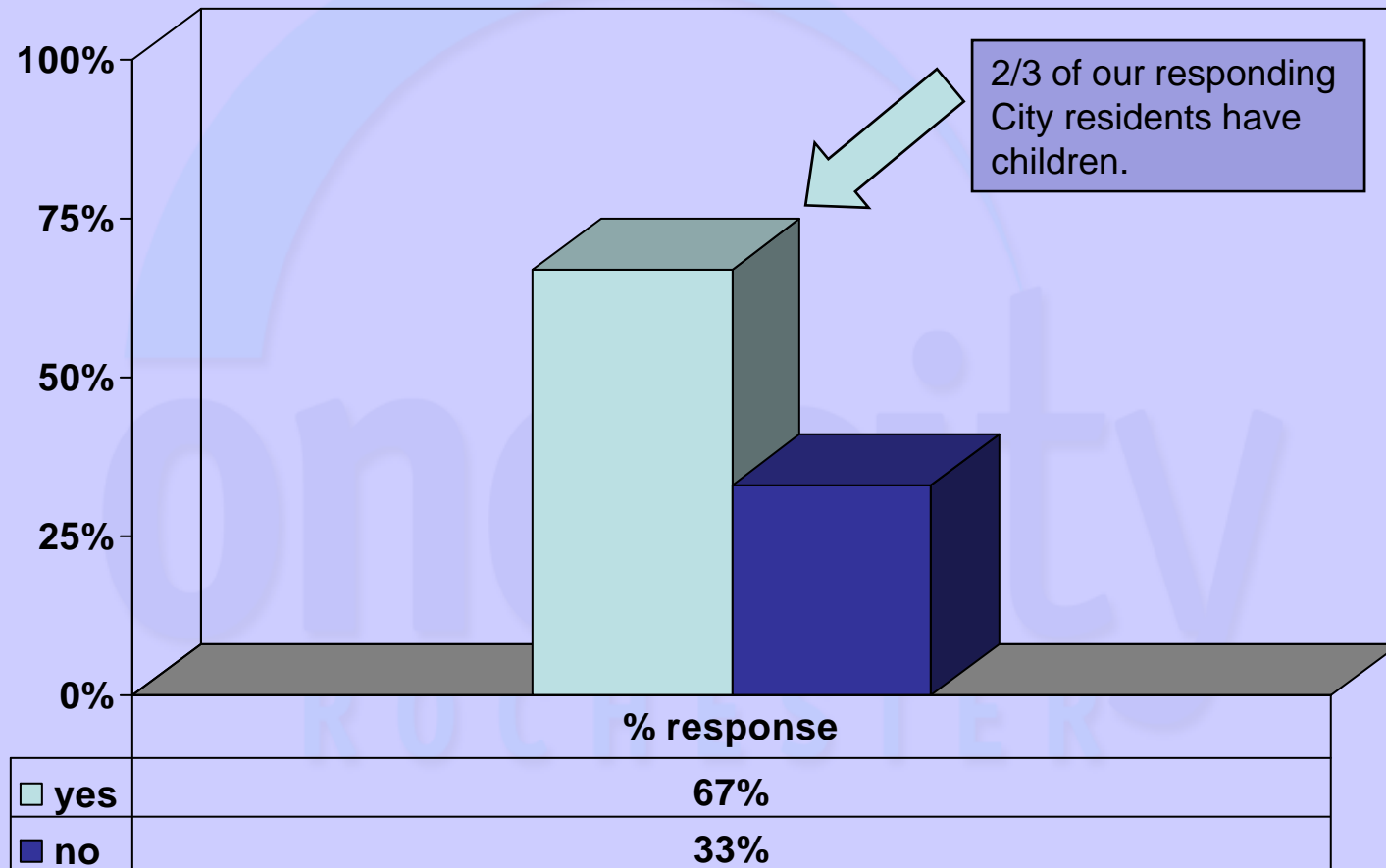
|                 |     |  |
|-----------------|-----|--|
| high priority   | 77% | <div>77% high priority</div> <div>clearly a very widely supported initiative</div> |
| medium priority | 16% |  |
| low priority    | 6%  |  |
| don't know      | 2%  |  |

[N = 646]



Q10a) [ASKING CITY RESIDENTS ONLY:]

**Do you have children?**

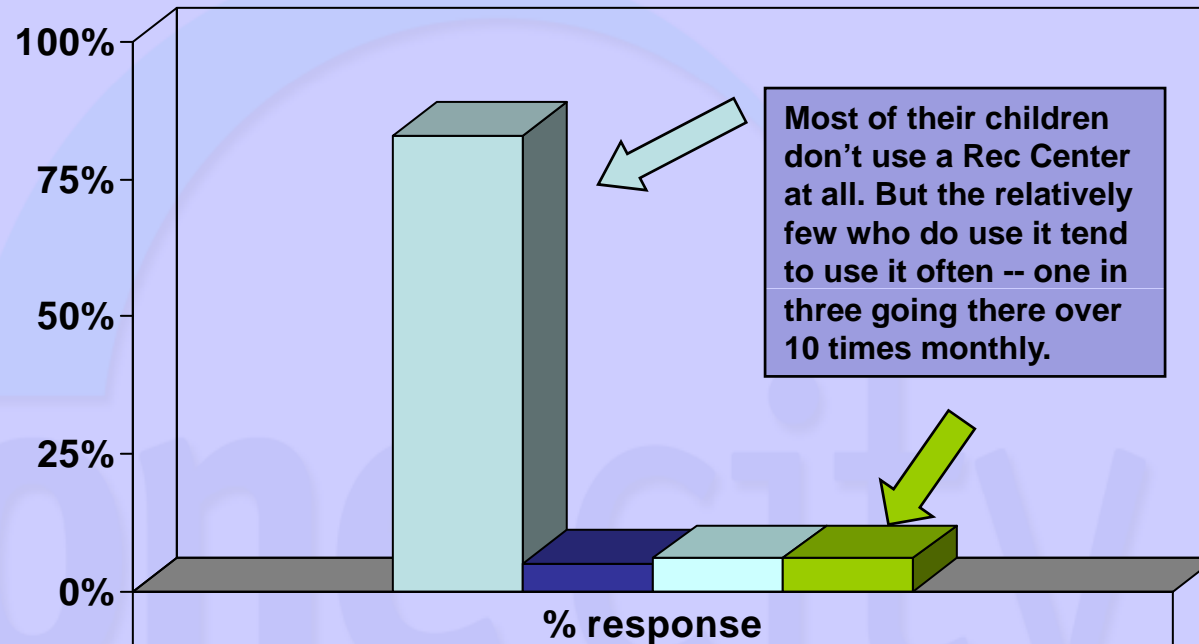


[N = 545 of 646]



## Q10b) [ASKING CITY RESIDENTS WHO DO HAVE CHILDRN:]

**Roughly how many times a month, if ever, do your children go to a City Rec Center?**



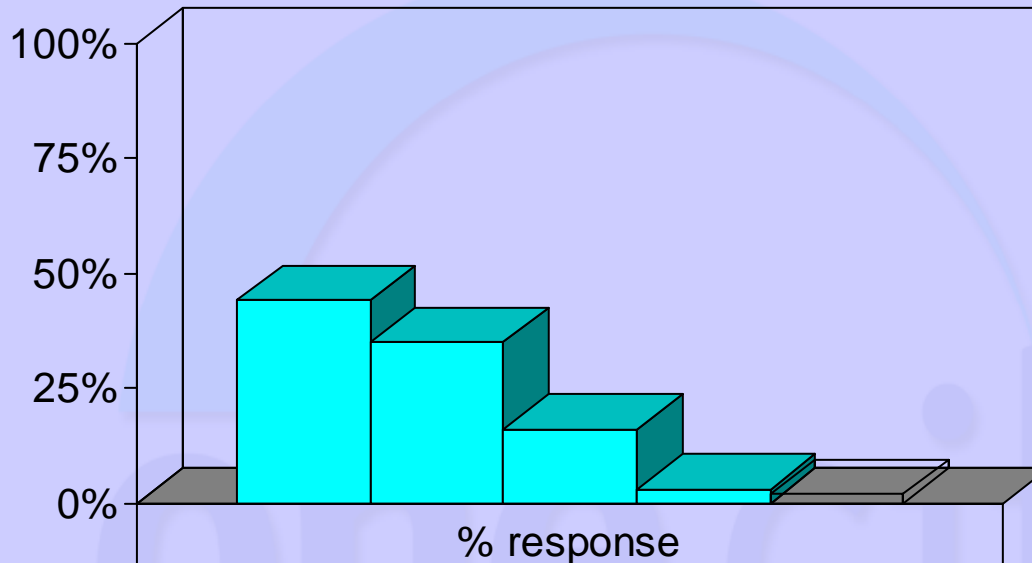
|                     |     |
|---------------------|-----|
| never               | 83% |
| 1-3 times a month   | 5%  |
| 4-10 times a month  | 6%  |
| 11-36 times a month | 6%  |

[N = 367 of 545]

Although the overall mean average is just 2.5 times a month, the non-zero mean (i.e. the mean among those who actually use a rec center) is 14.1 -- or nearly every other day.

**Q10c) [ASKING ONLY THOSE WHOSE CHILDREN DO ATTEND A REC CENTER  
AT LEAST ONCE A MONTH:]**

**What overall A-F grade would you give to your Rec Center in terms of its  
service, programs and facilities?**



|            |     |
|------------|-----|
| A, A-      | 44% |
| B+, B      | 35% |
| B-, C+, C  | 16% |
| below C    | 3%  |
| don't know | 2%  |

The mean average grade here was a remarkable 9.20, between an A- and A.

Few use the City's rec centers, in other words, but those who do so value them highly.

| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
|----|----|----|---|----|----|---|----|----|---|---|
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

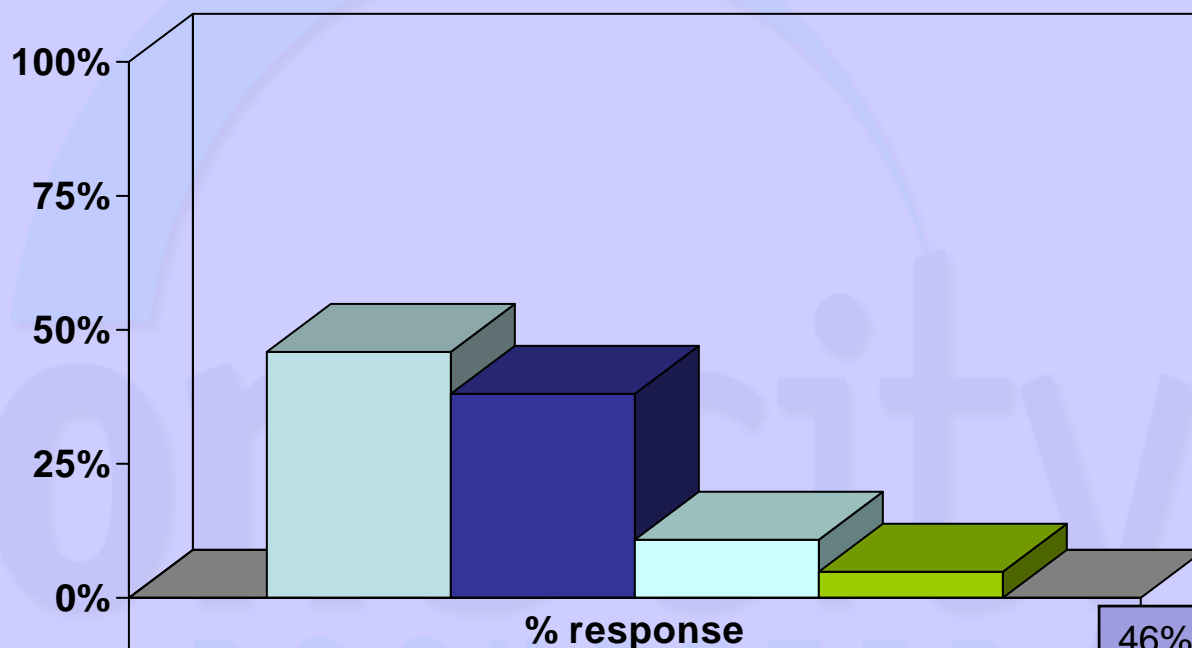
[N=61 of 545]



Q10d) [STILL ASKING THOSE WHOSE CHILDREN ATTEND A REC CENTER AT LEAST ONCE A MONTH:]

Some people feel that our City government now provides a good set of after-school recreation and educational activities and facilities for children – such as RASA, the Rochester After-School Academy.

Do you strongly agree, agree, disagree, or strongly disagree?



|                               |     |
|-------------------------------|-----|
| <div></div> strongly agree    | 46% |
| <div></div> agree             | 38% |
| <div></div> disagree          | 11% |
| <div></div> strongly disagree | 5%  |

46% agree strongly

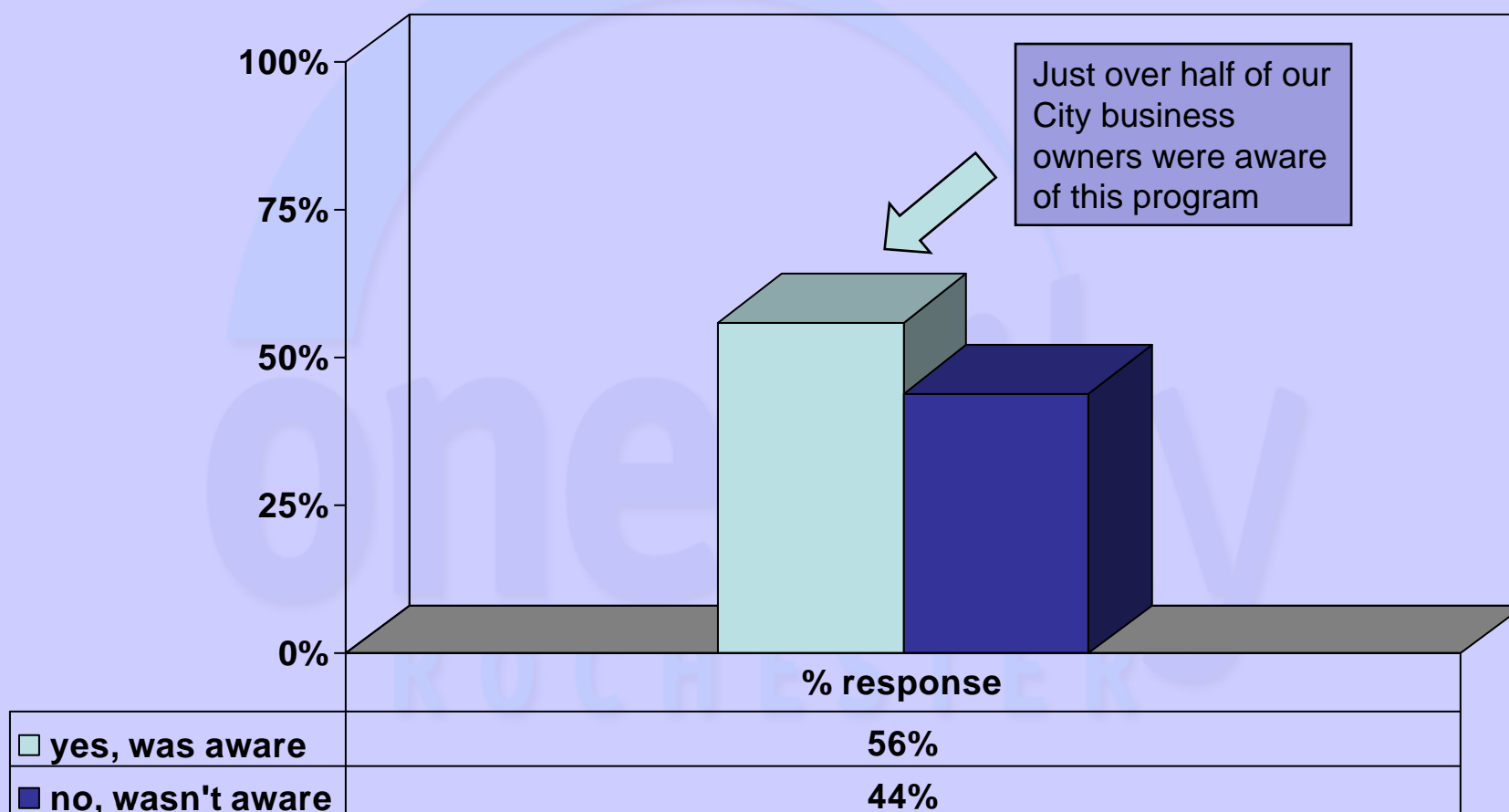
84% agree in total

Again, those whose children use these programs recognize their value.

## Q11a) [ASKING CITY BUSINESS OWNERS ONLY:]



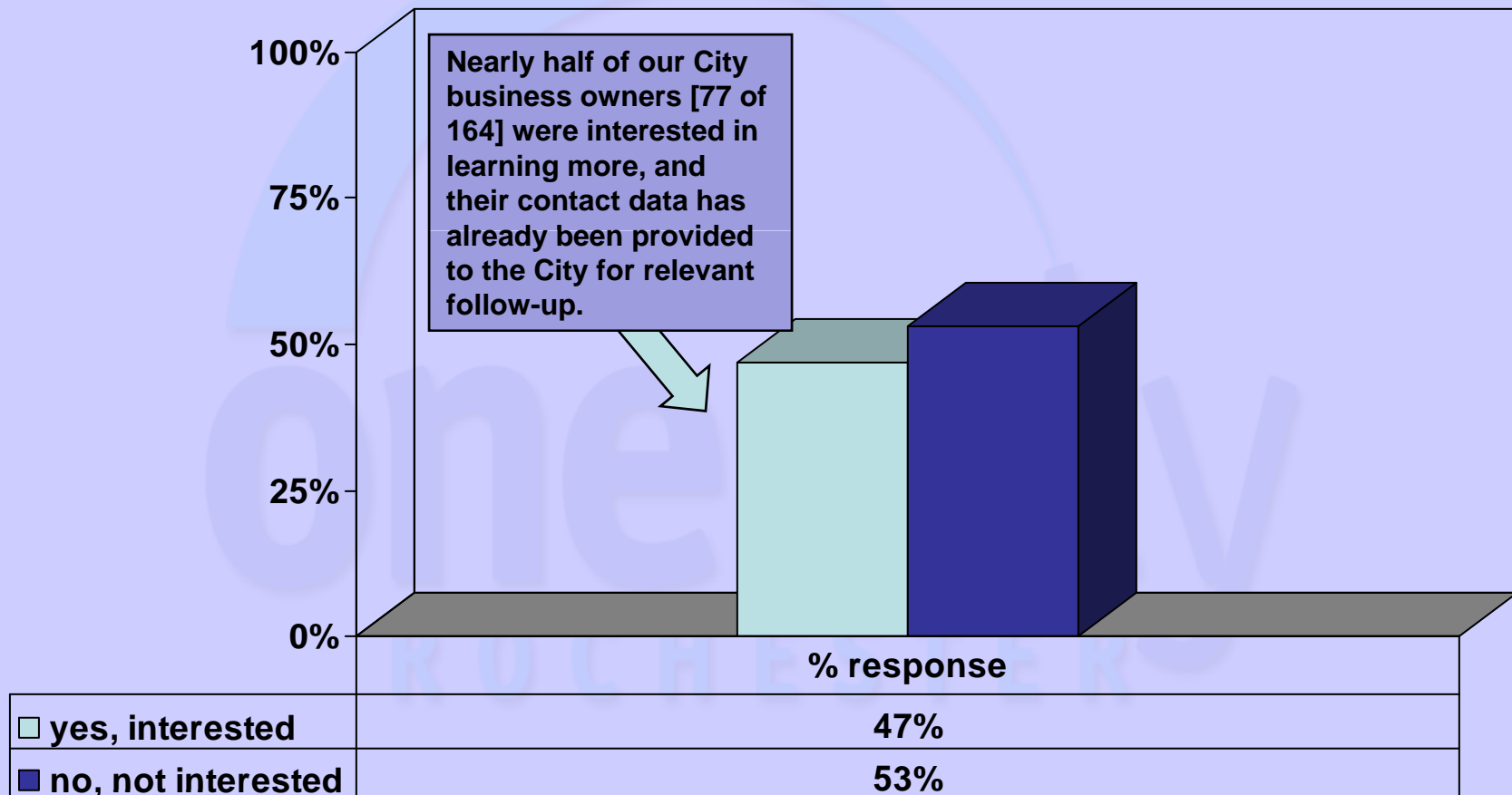
**Before this survey, were you aware of the Summer of Opportunity program, which provides employment opportunities and employability coaching for deserving City teens?**



[N = 164 of 646]

## Q11b) [ASKING CITY BUSINESS OWNERS ONLY:]

Would you be interested in learning more about the program, and exploring the possibility of hiring a deserving City teen for your business in the future?

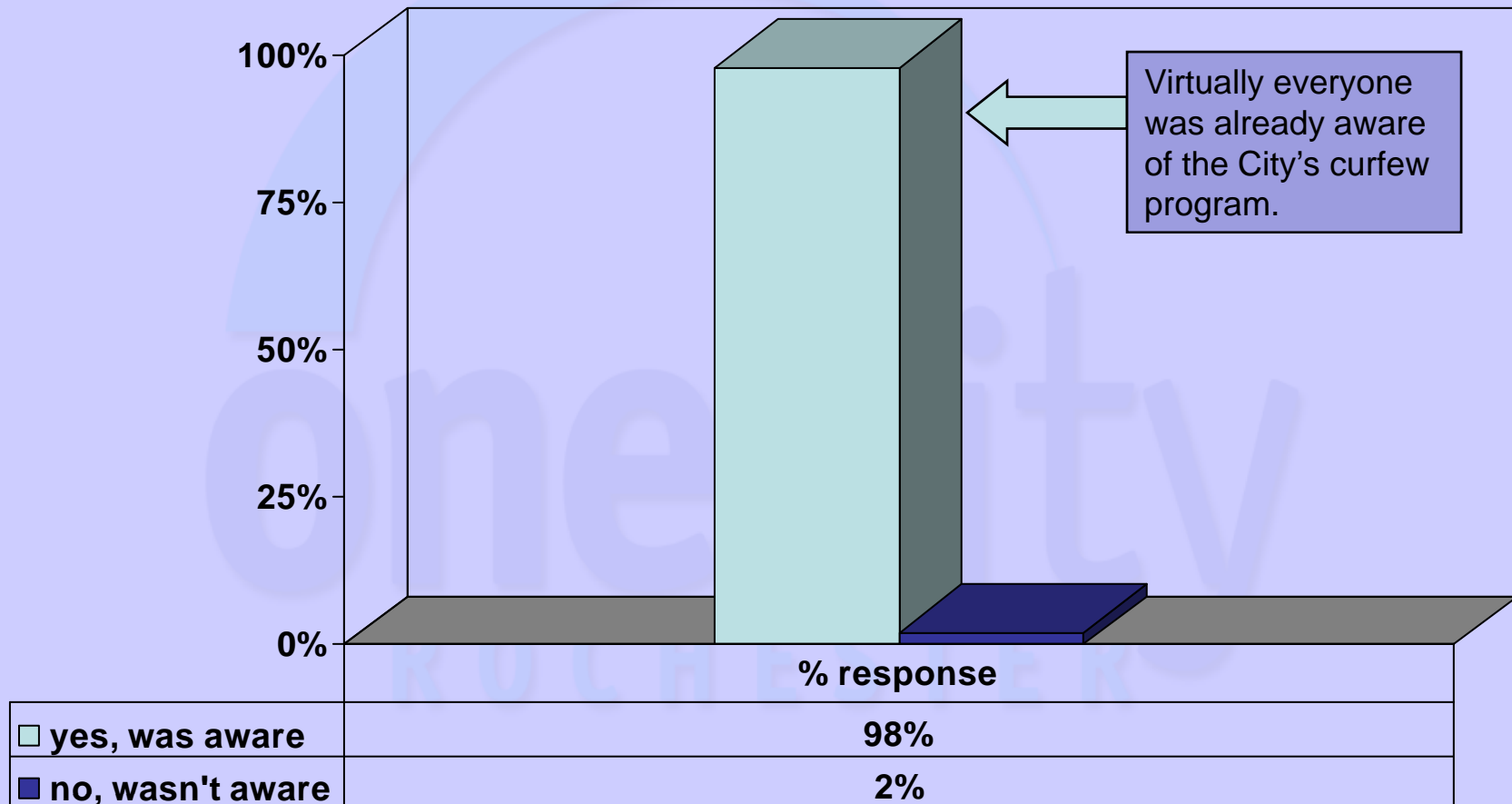


[N = 164 of 646]

## Q12a) [EVERYONE RE-ENTERED THE SURVEY HERE:]

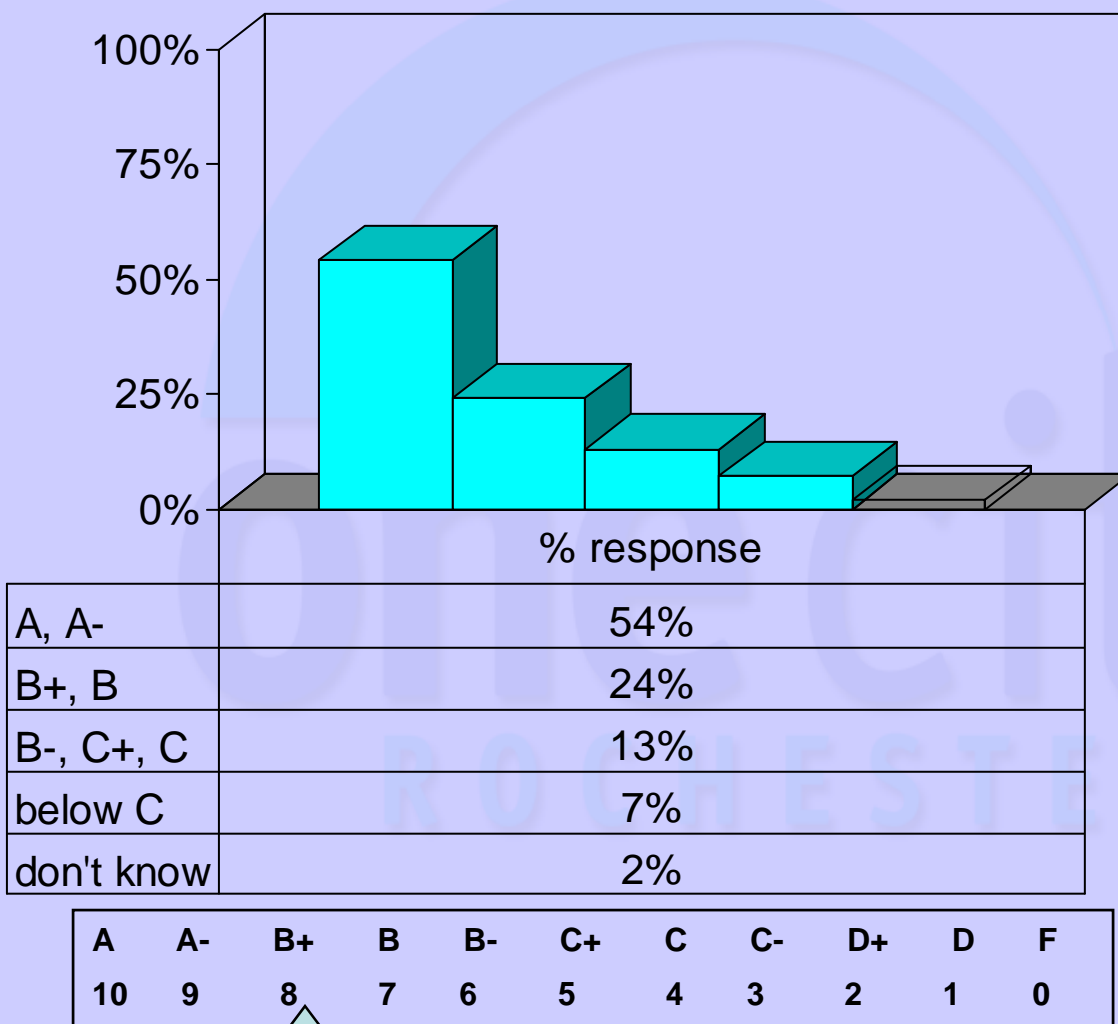


**Before this survey, were you aware of the City's curfew program, which aims to have kids off the street by 11 pm on weekdays and by midnight on weekends?**



[N = 646]

## Q12b) What A-F grade would you give to the curfew concept as one way to help make our City safer?

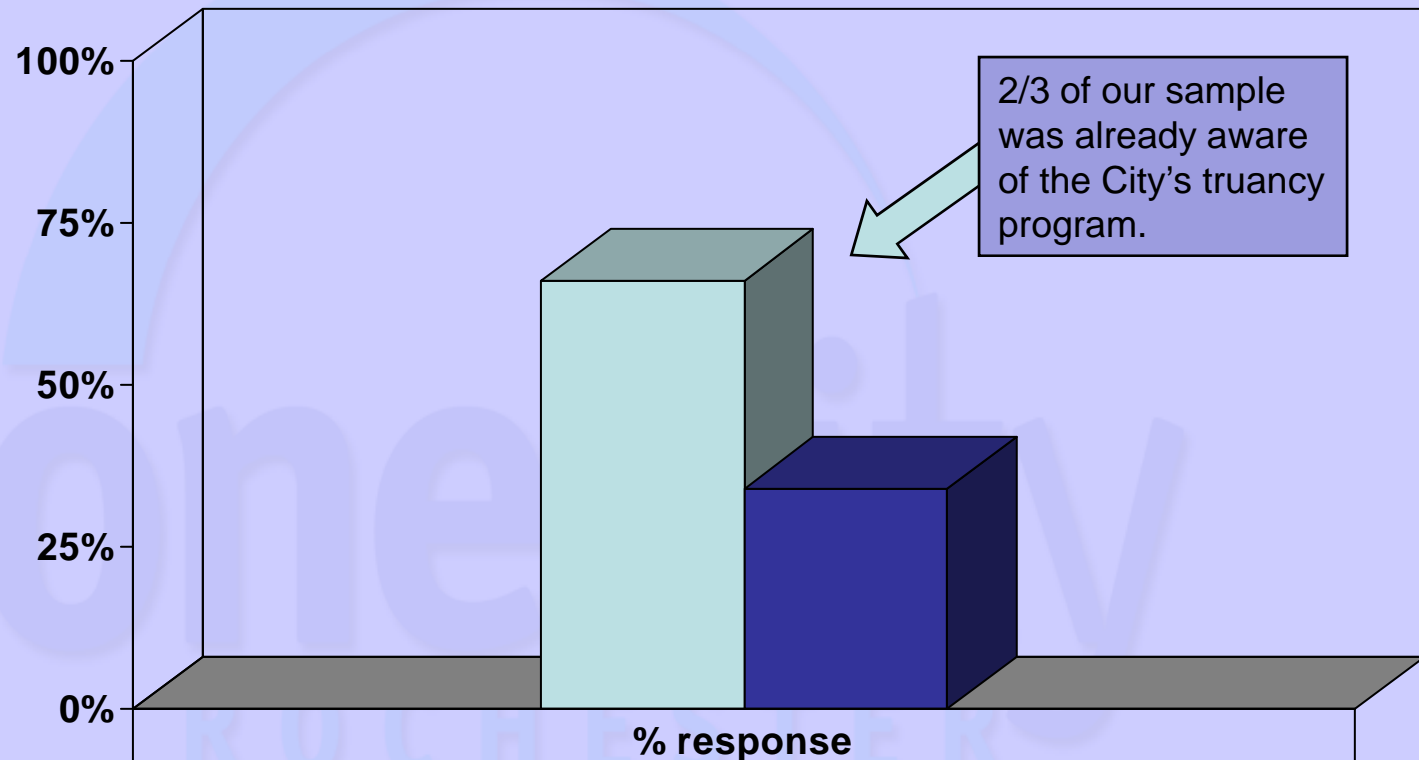


The mean average grade here was 7.82 (nearly B+).

[N=646]



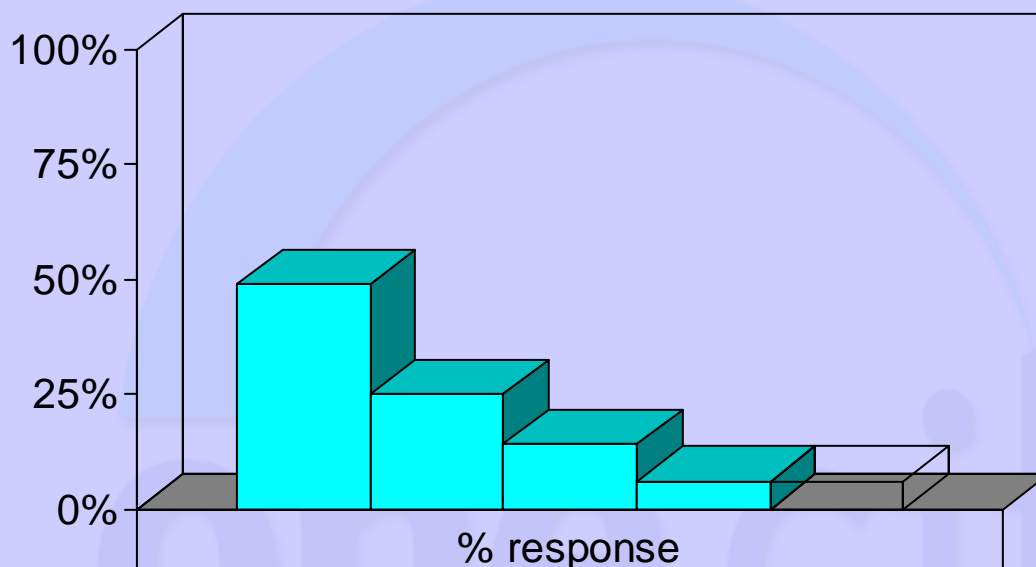
**Q13a) Before this survey, were you aware of the City's truancy program, a partnership of the City School District and Police Department, focused on helping to reduce unexcused absenteeism and increase high school graduation rates?**



|   |     |
|---|-----|
| <input type="checkbox"/> yes, was aware   | 66% |
| <input type="checkbox"/> no, wasn't aware | 34% |

[N = 646]

**Q13b) What A-F grade would you give to the truancy program concept as one way to help improve the future for our City's kids?**



|            |     |
|------------|-----|
| A, A-      | 49% |
| B+, B      | 25% |
| B-, C+, C  | 14% |
| below C    | 6%  |
| don't know | 6%  |

The mean average grade here was 7.77 (again, nearly B+).

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

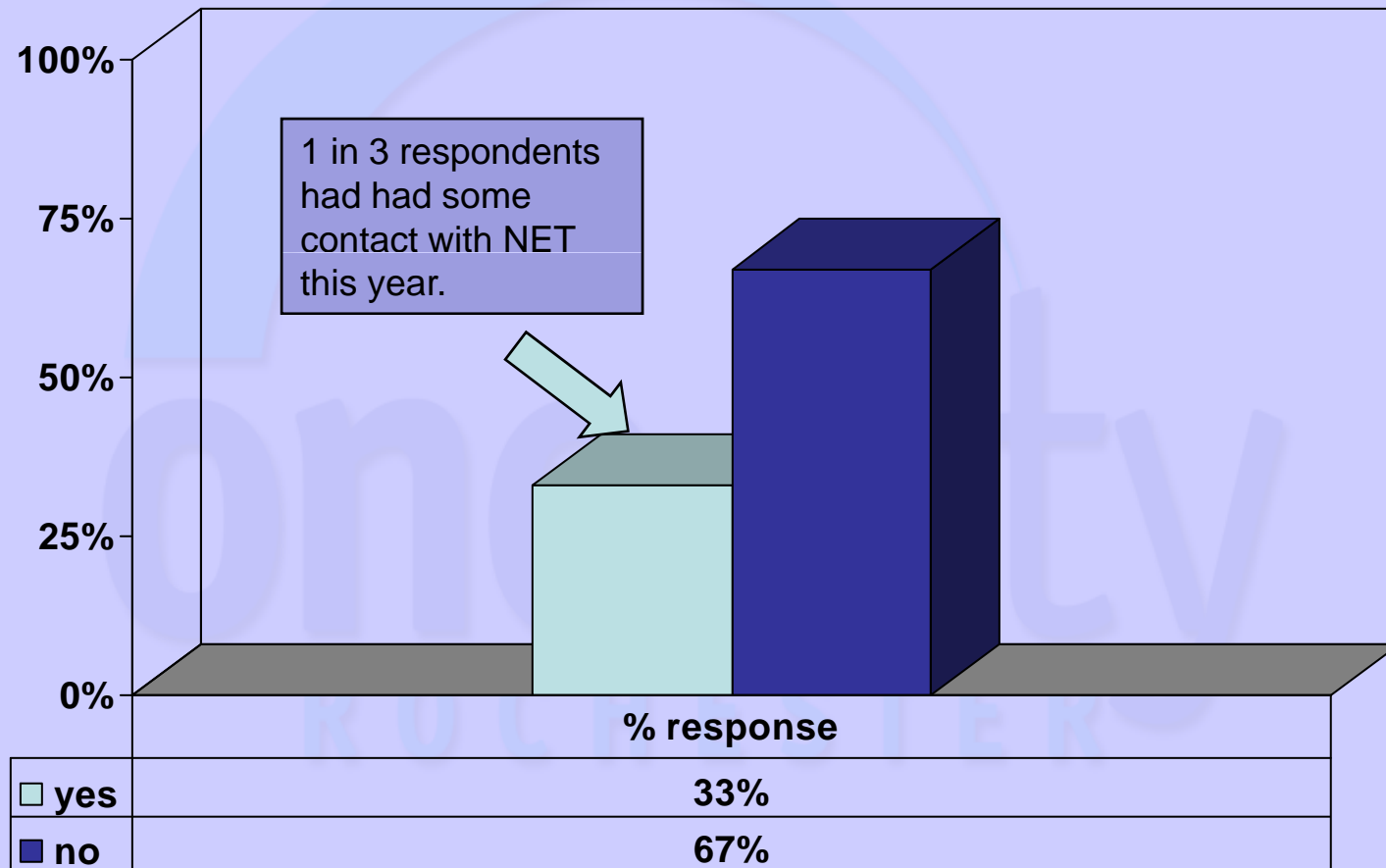


[N=646]

**Q14a) [ASKING CITY RESIDENTS, BUSINESS OWNERS, AND LANDLORDS ONLY:]**



**This past year, have you called or visited your local NET  
-- or Neighborhood Empowerment Team -- office?**

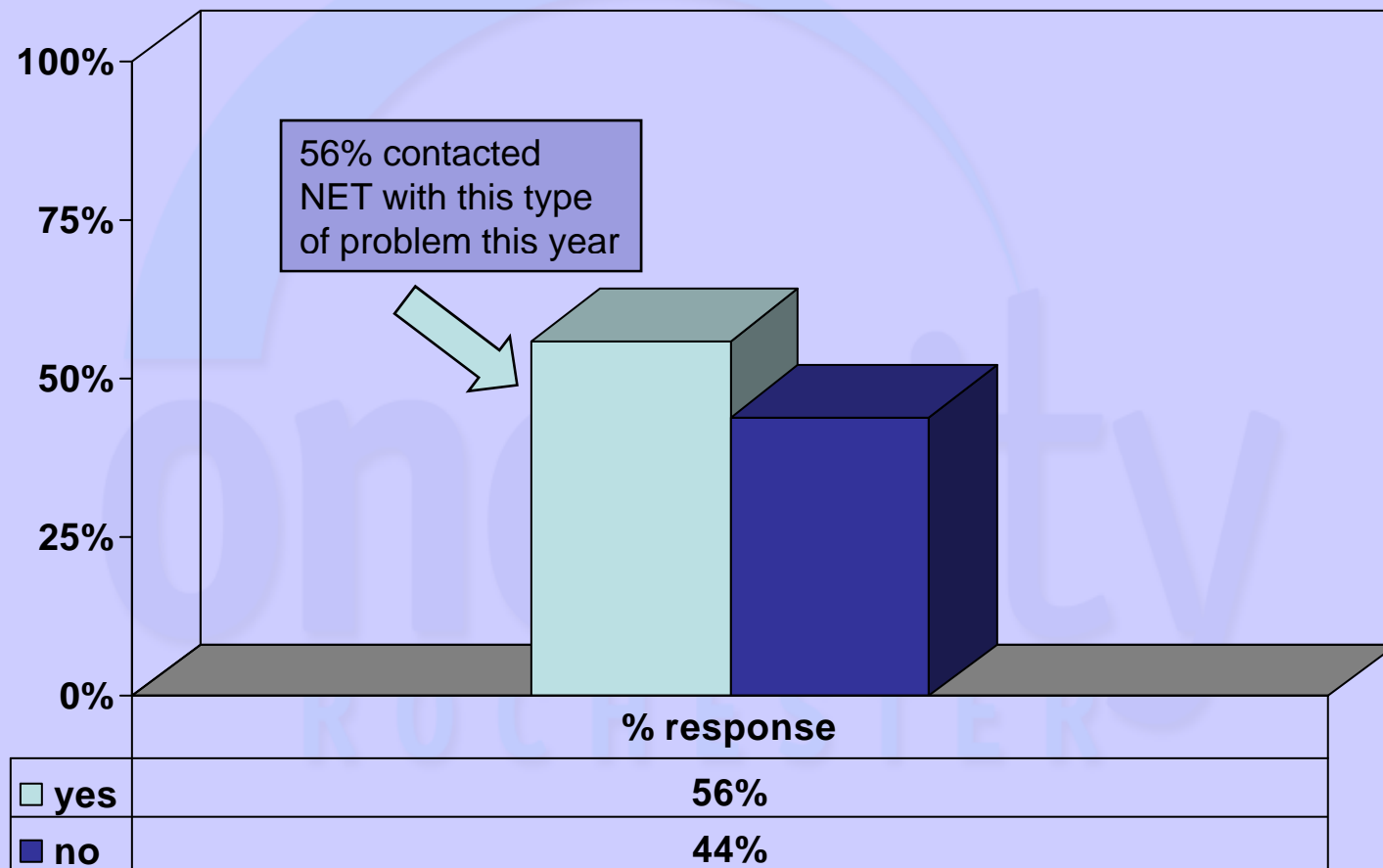




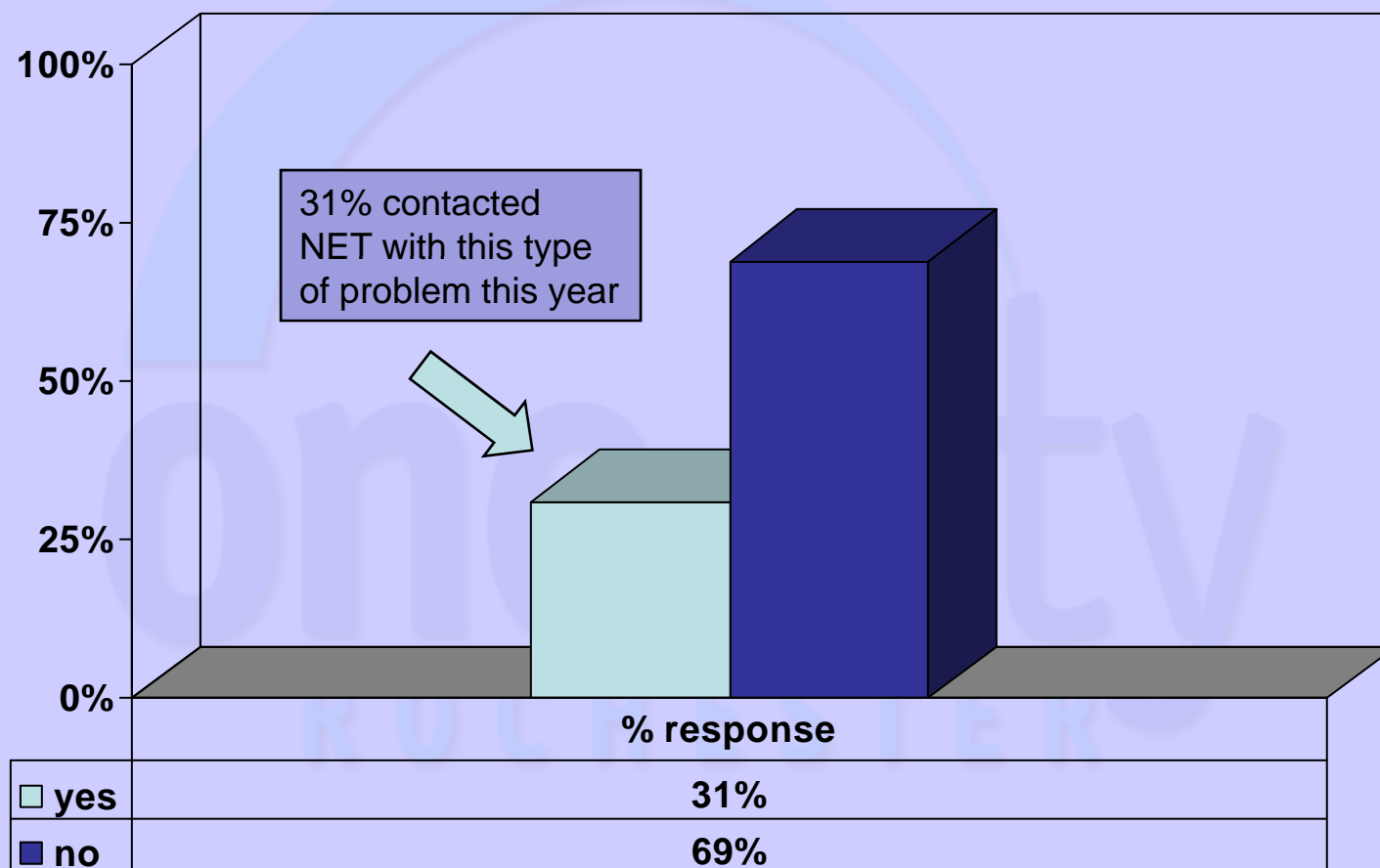
**Q14b) [THOSE WITH NET CONTACT  
WERE THEN ASKED:]**

**Which of the following kinds of concerns  
did you contact NET about?  
Was it...**

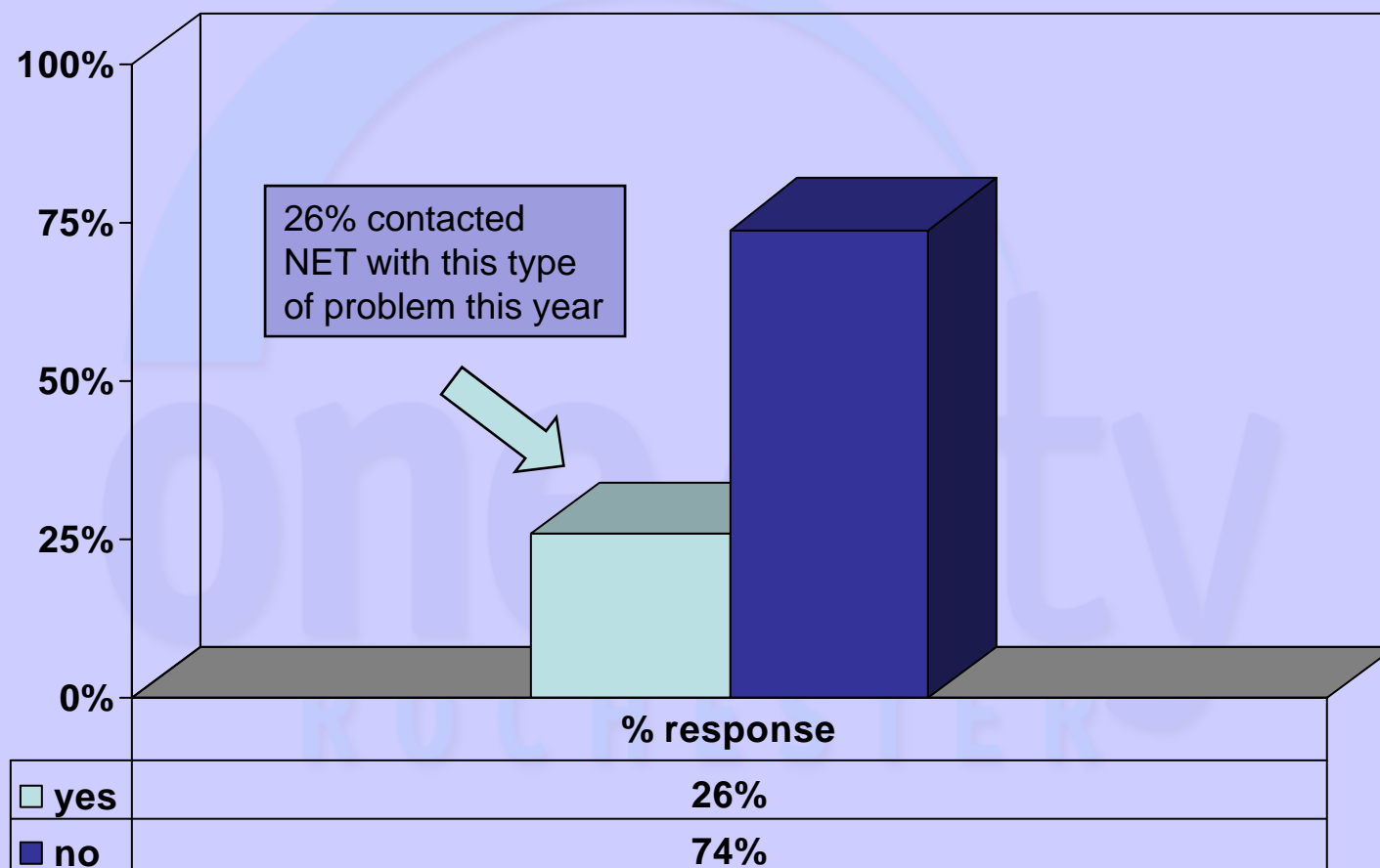
## Q14b-1) ...a problem with a house on your street?



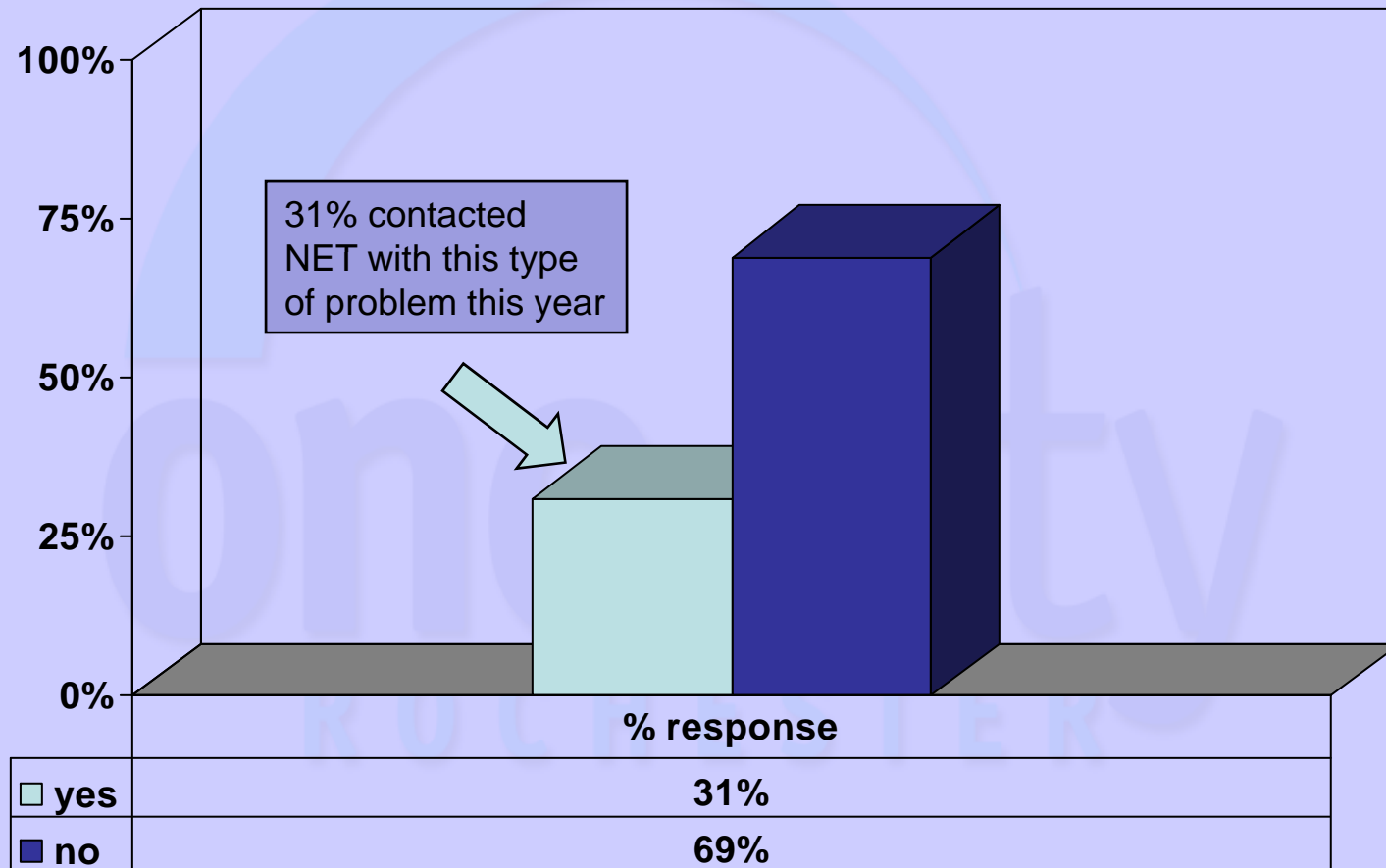
## Q14b-2) ...trash or debris that needed picking up?



## Q14b-3) ...high grass or weeds that needed mowing?

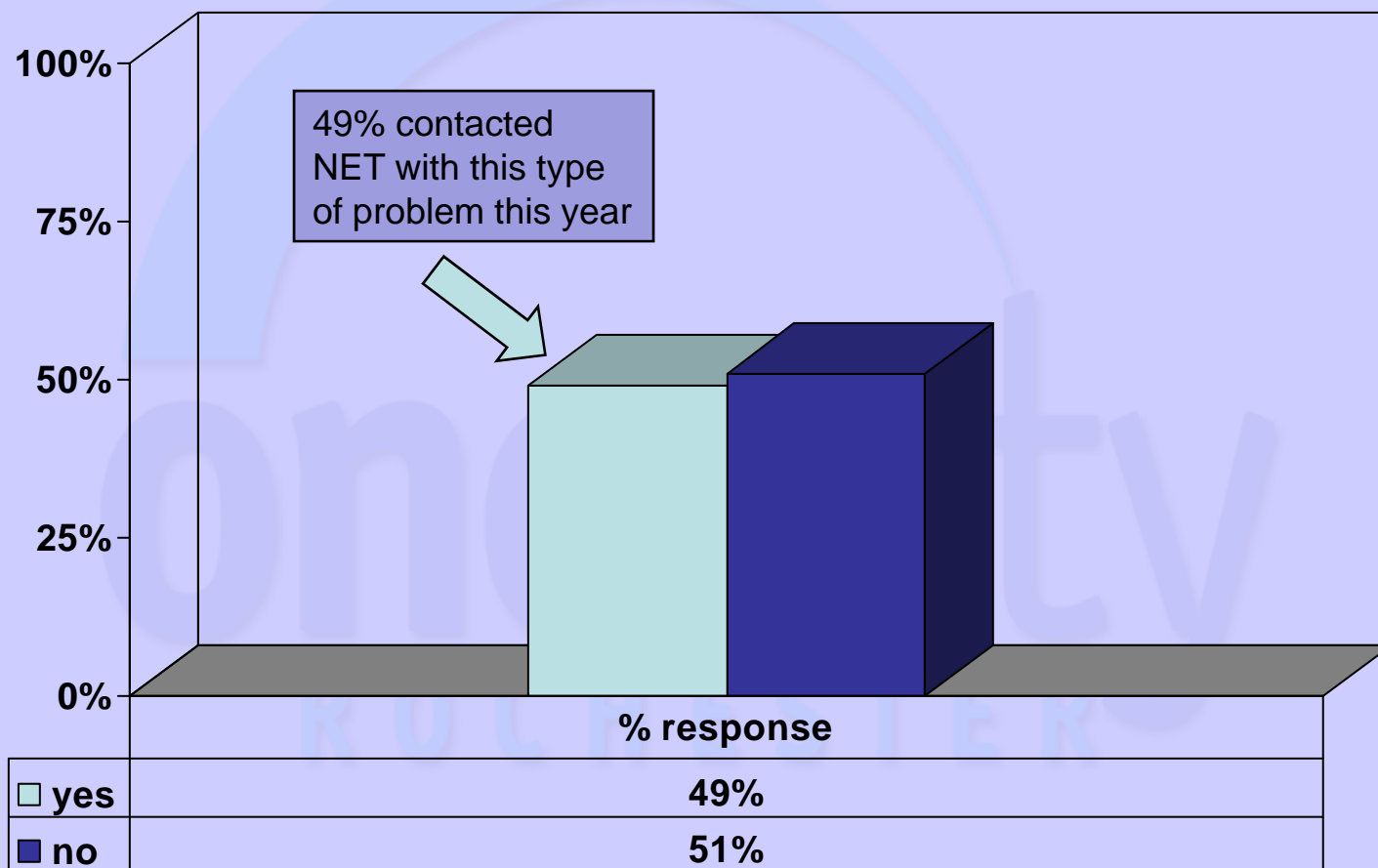


## Q14b-4) ...noise in your neighborhood?

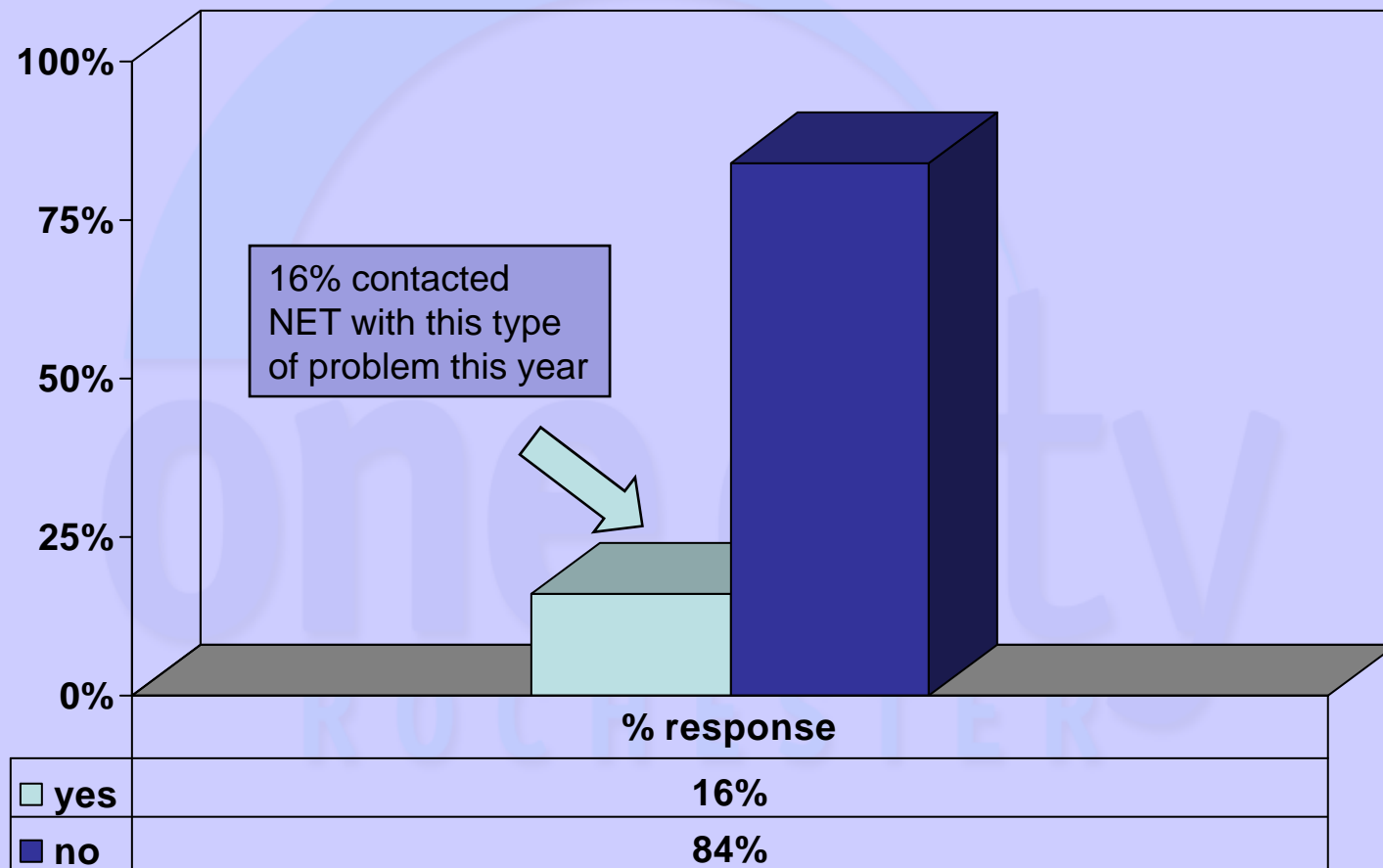




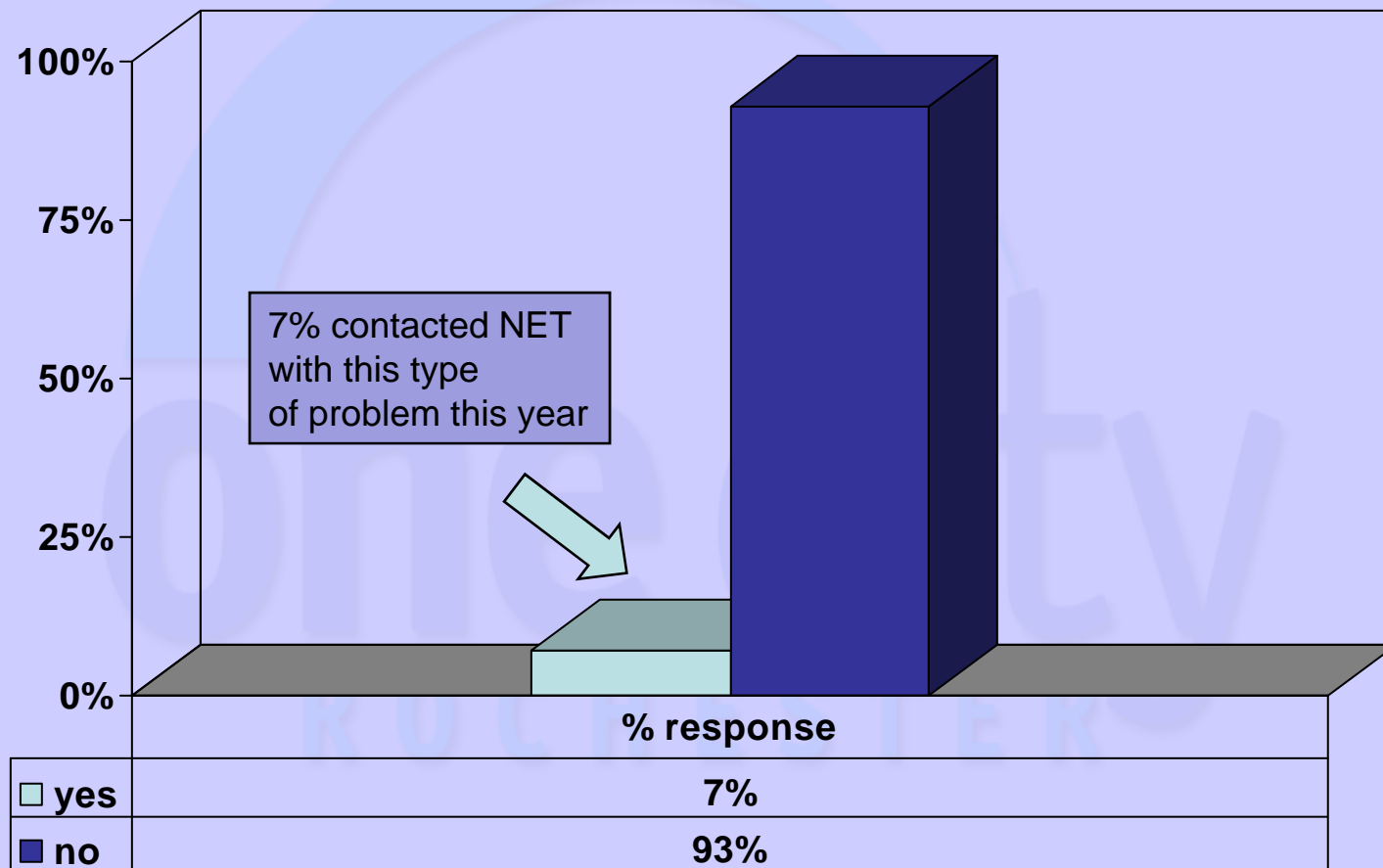
## Q14b-5) ...drug dealers or trouble-makers loitering?



## Q14b-6) ...a problem with rats?



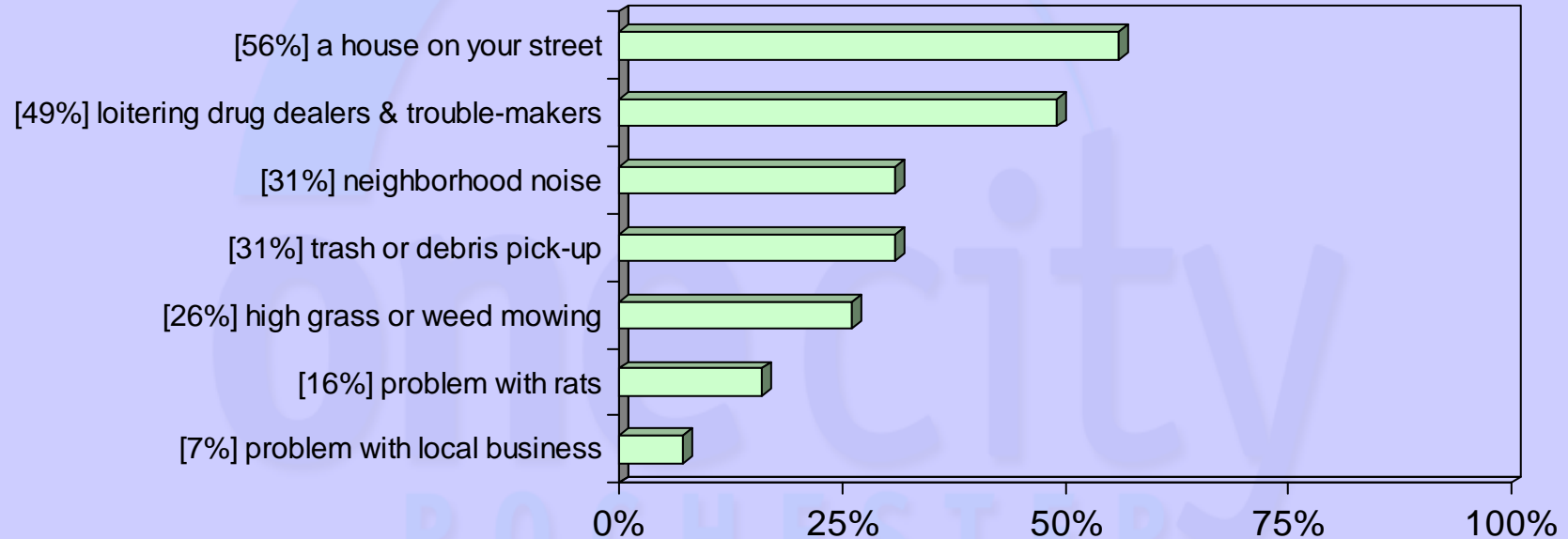
## Q14b-7) ...a problem with a local business?





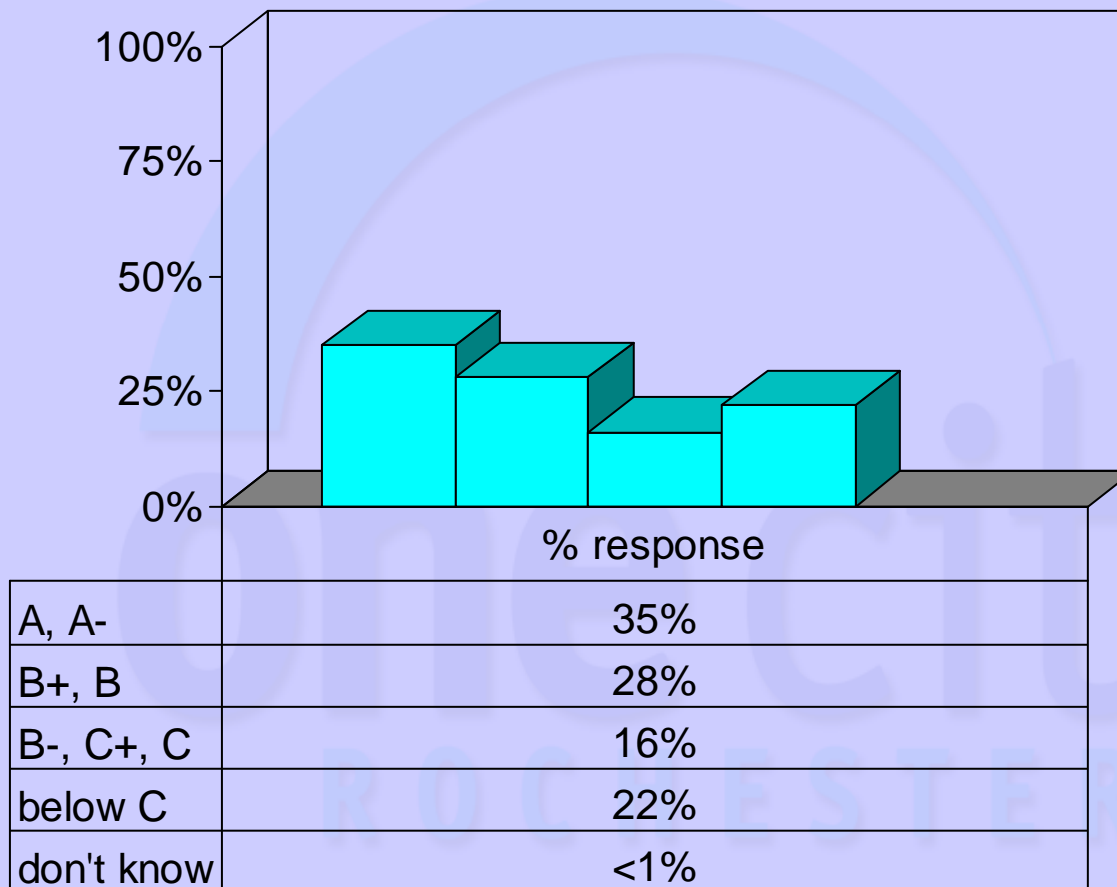
## NET OFFICE CONTACT PROBLEM PROFILE

[ranked by percentage of respondents with each concern]



[N = 206 of 628]

**Q14c) While some of these problems can be difficult or impossible to solve, what A-F grade would you give to the NET office's response in terms of treating you with respect and trying to be helpful?**



The mean average grade here was 6.23 (a solid B-).

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

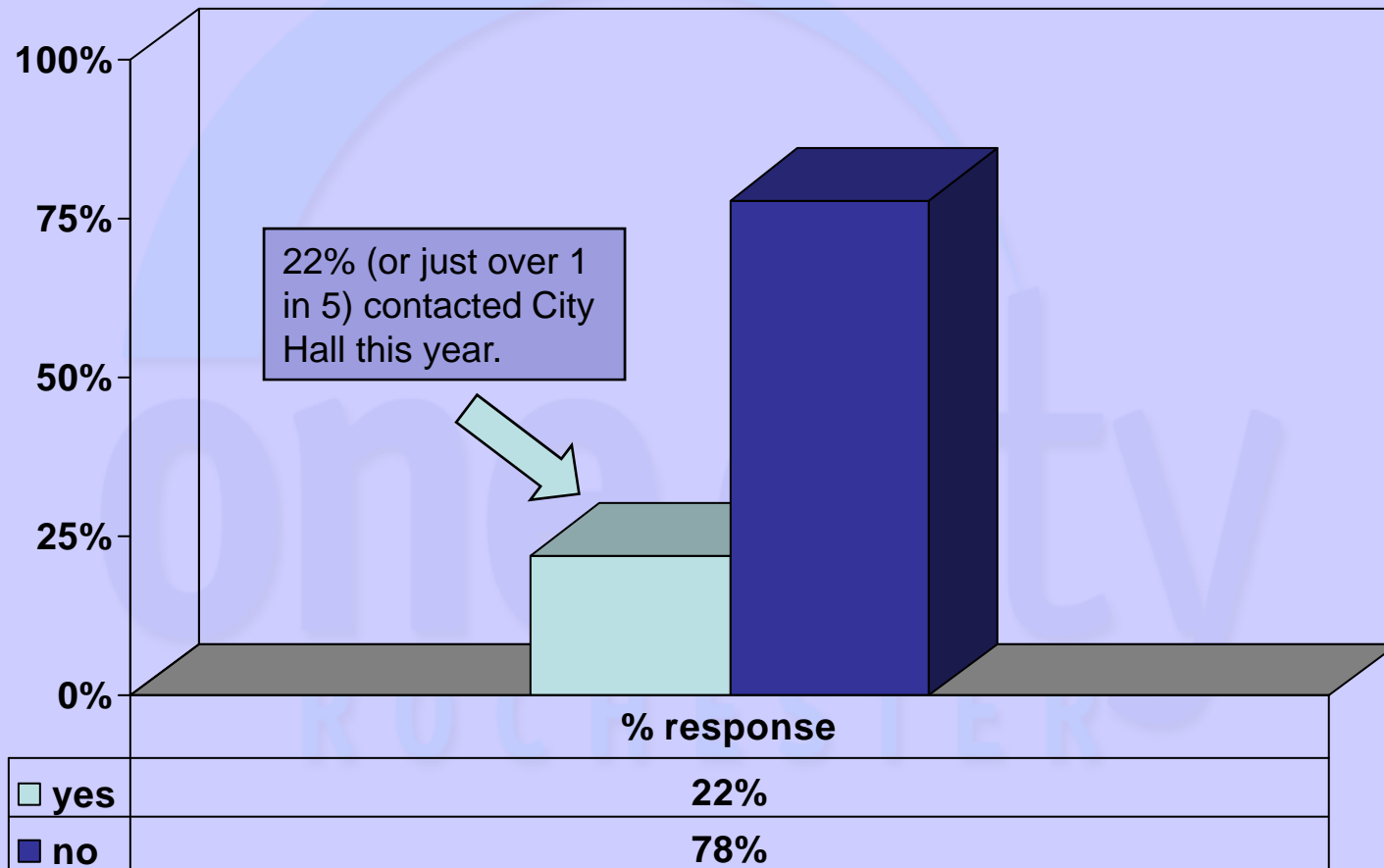


[N=206 of 628]

## Q15a) [EVERYONE RE-ENTERS THE SURVEY HERE:]

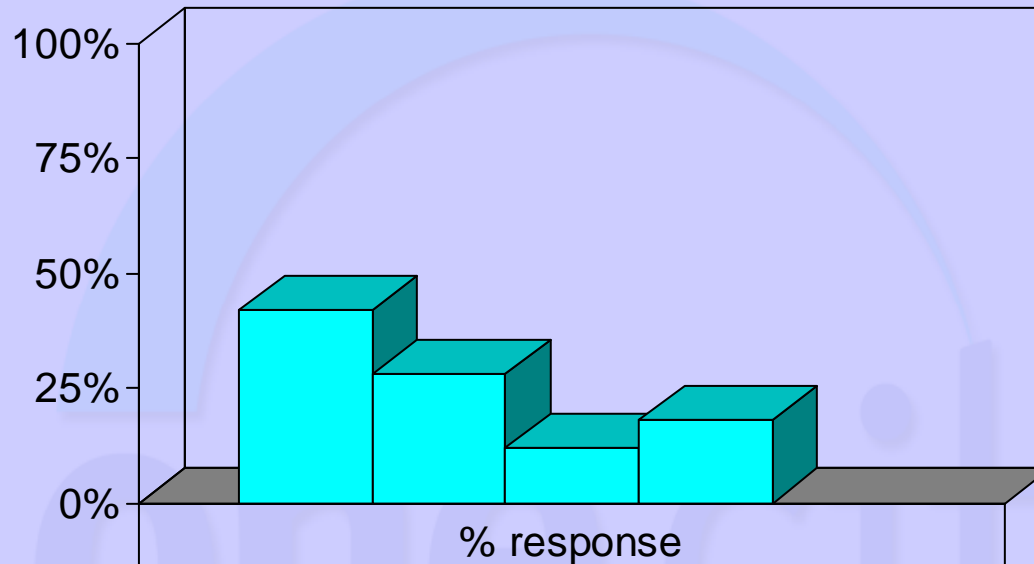


Within the past year, have you had occasion to call or visit City Hall with a question or concern?



**Q15b) [ASKING THOSE WHO HAD CONTACTED CITY HALL THIS YEAR:]**

**What A-F grade would you give to the response you received  
from whomever you spoke with at City Hall –  
in terms of treating you with respect and trying to be helpful?**



|            |     |
|------------|-----|
| A, A-      | 42% |
| B+, B      | 28% |
| B-, C+, C  | 12% |
| below C    | 18% |
| don't know | <1% |

The mean average grade here was 6.73 (3/4 of the way between B- and B).

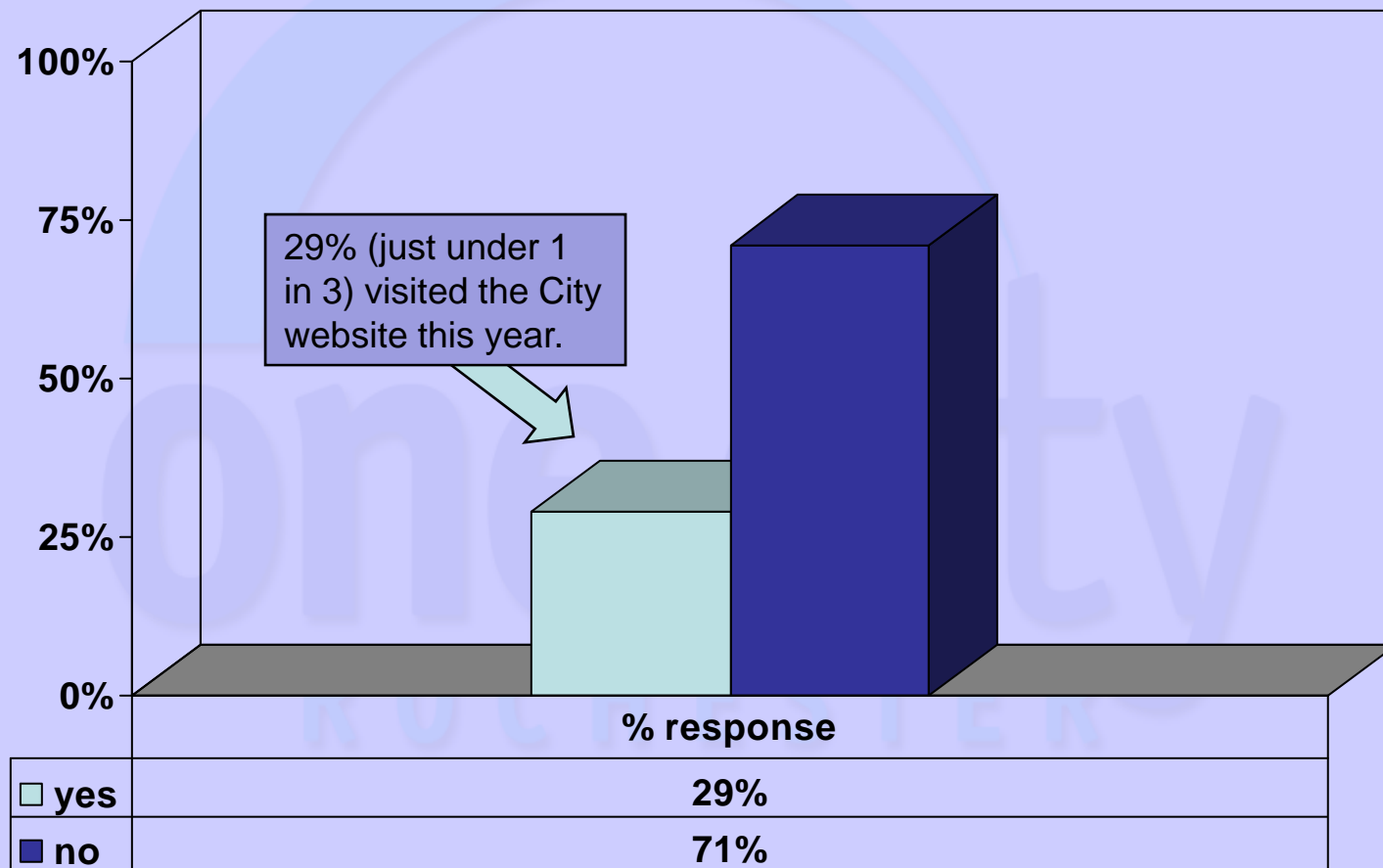
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

[N=144 of 646]



## Q16a) [EVERYONE RE-ENTERS THE SURVEY HERE:]

Within the past year, have you visited the City's website?

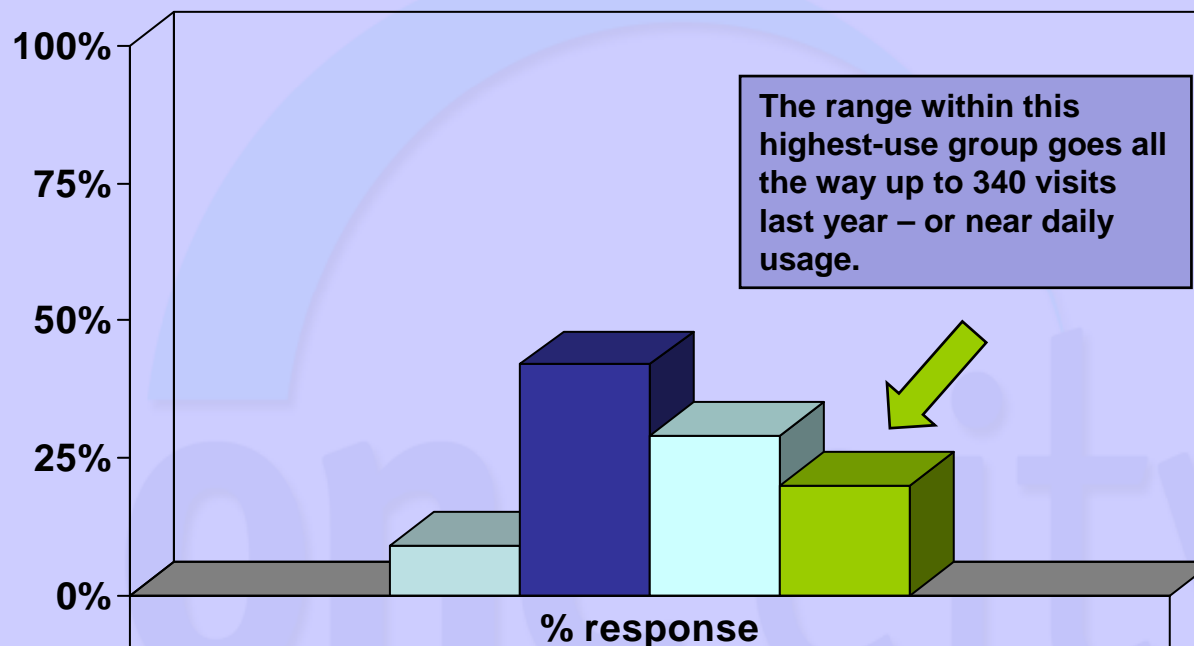




## Q16b) [ASKING THOSE WHO HAD VISITED THE WEBSITE:]



Roughly how many times within the past year  
have you visited that site?



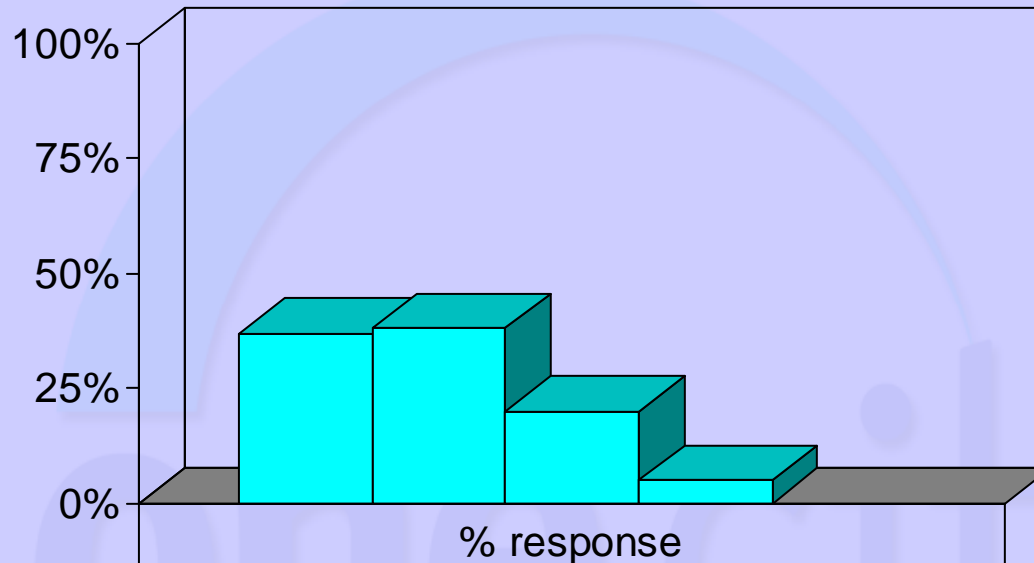
|            |     |
|------------|-----|
| once       | 9%  |
| 2-4 times  | 42% |
| 5-11 times | 29% |
| 12+ times  | 20% |

Overall, however, the mean average was 12.9 visits last year (~monthly) while the median, which eliminates the impact of those few highly-frequent users, was 4.0 visits last year (~quarterly).

[N = 190 of 646]

Q16c) [STILL ASKING THOSE WHO HAD VISITED THE WEBSITE THIS YEAR:] \*

What A-F grade would you give to the City's website today in terms of providing the information you needed in a user-friendly way?



|            |     |
|------------|-----|
| A, A-      | 37% |
| B+, B      | 38% |
| B-, C+, C  | 20% |
| below C    | 5%  |
| don't know | <1% |

The mean average grade here was 7.34 (1/3 of the way between B and B+).

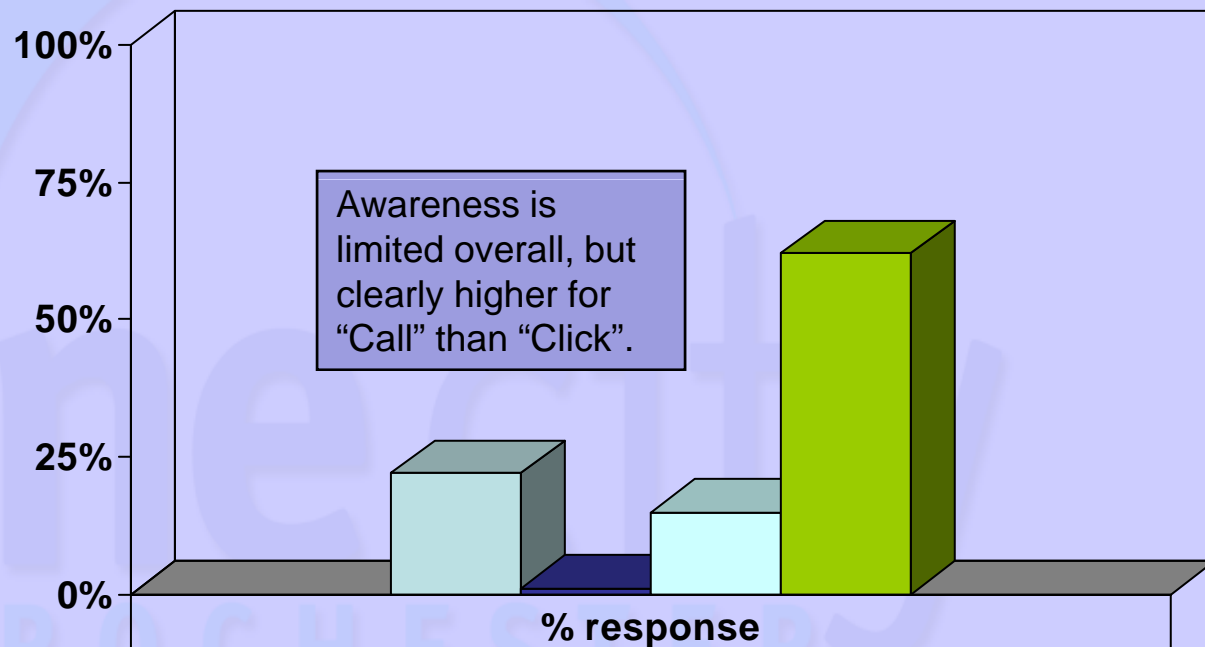
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

[N=190 of 646]

### Q17. [EVERYONE RE-ENTERS THE SURVEY HERE:]

Before today, were you aware of two initiatives now in process to make City Hall more accessible?

The first will be the phone number 3-1-1 that you'll be able to use for all non-emergency calls to reach any City department. The second will be a website redesign that integrates all City of Rochester information into a single site. **The City's planners refer to these programs as "One call to City Hall" and "One Click to City Hall". Before today, were you aware of these two initiatives?**

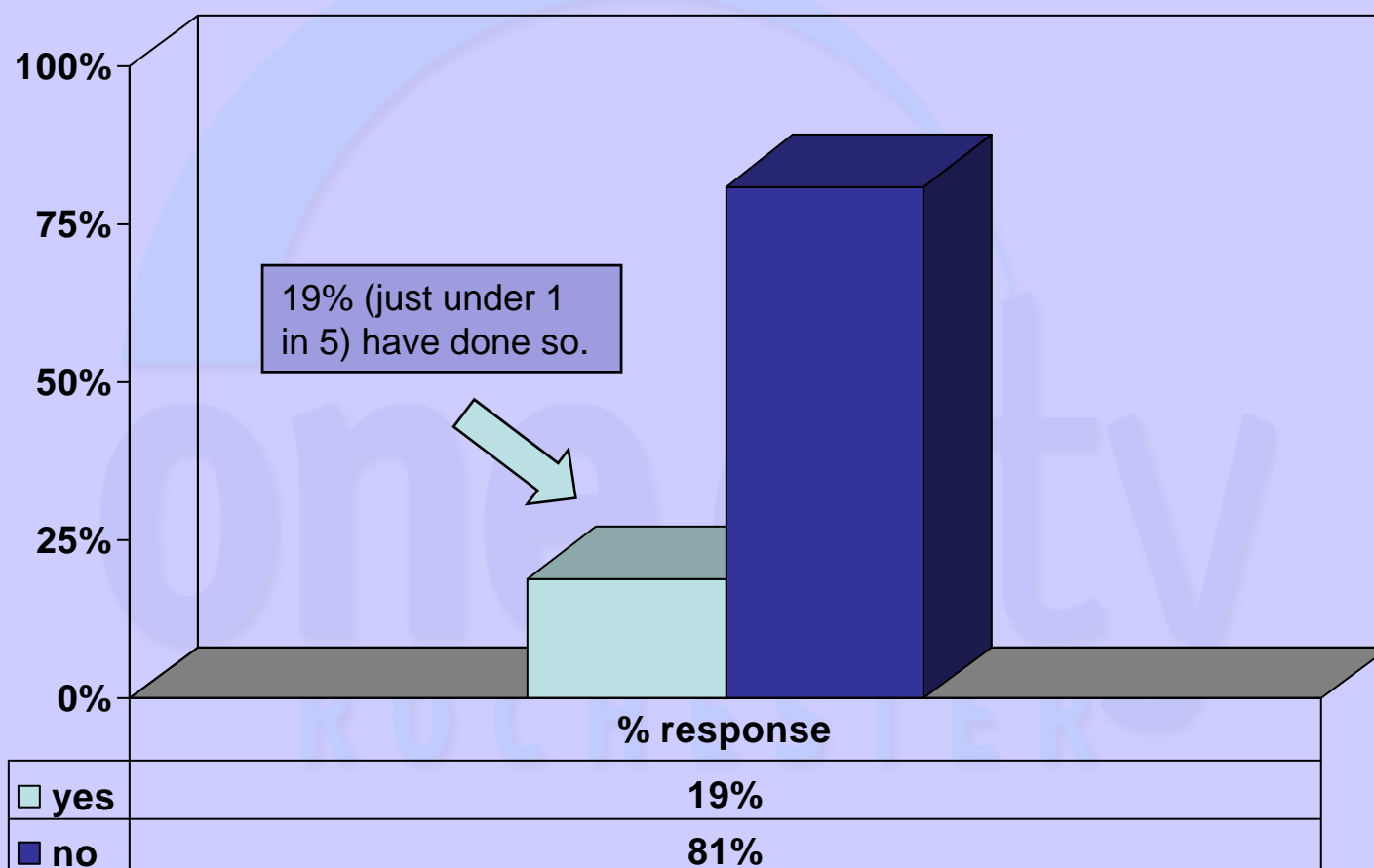


|   |     |
|---|-----|
| <div></div> aware of One Call only      | 22% |
| <div></div> aware of One Click only     | 1%  |
| <div></div> aware of both initiatives   | 15% |
| <div></div> aware of neither initiative | 62% |

[N = 646]

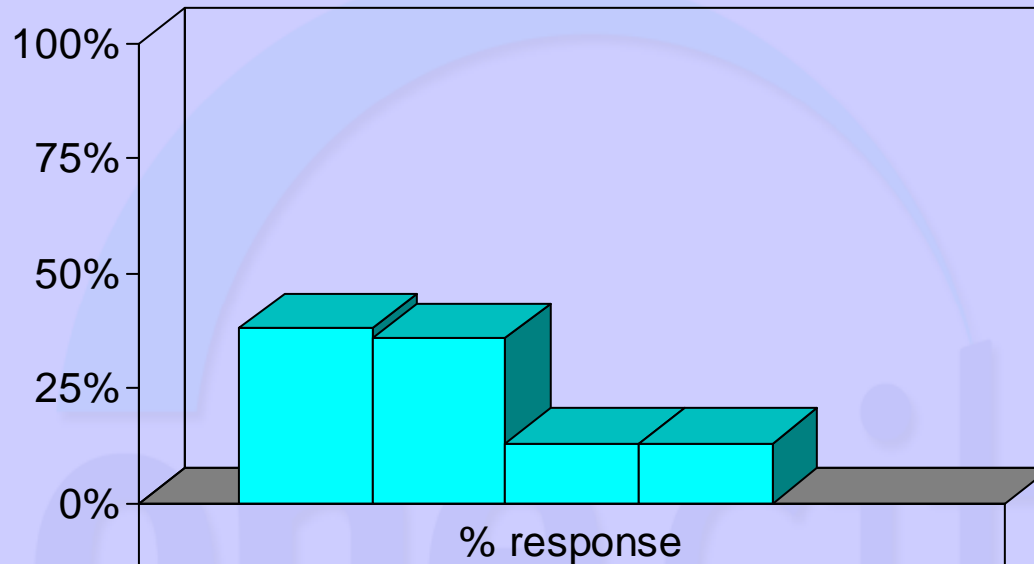
**Q18a) [THESE NEXT QUESTIONS ARE FOR CITY RESIDENTS,  
BUSINESS OWNERS, AND LANDLORDS ONLY:]**

**Have you ever approached the City of Rochester's Community Development office to apply for a zoning or building permit?**



**Q18b) [ASKING THOSE WHO HAD CONTACTED THE COMMUNITY DEVELOPMENT OFFICE:]**

**Regardless of whether you were able to accomplish what you were hoping or trying to do, what A-F grade would you give to that office in terms of treating you fairly, with respect and dignity?**



|            |     |
|------------|-----|
| A, A-      | 38% |
| B+, B      | 36% |
| B-, C+, C  | 13% |
| below C    | 13% |
| don't know | <1% |

The mean average grade here was 6.94 (a solid B).

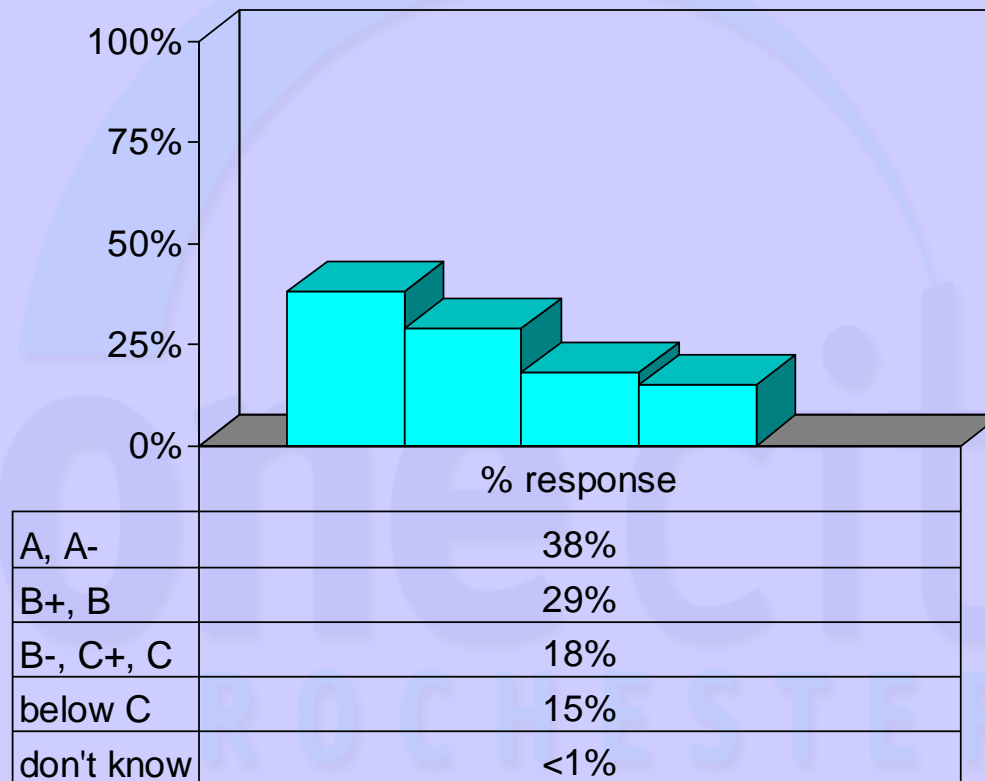
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



[N=120 of 646]

Q18c) [STILL ASKING THOSE WHO HAD CONTACTED THE COMMUNITY DEVELOPMENT OFFICE:]

And while the zoning and building permit process is a very complicated one, what A-F grade would you give to that office in terms of explaining that process to you clearly, so you understood what was required?



The mean average grade here was 6.66 (2/3 of the way between B- and B).

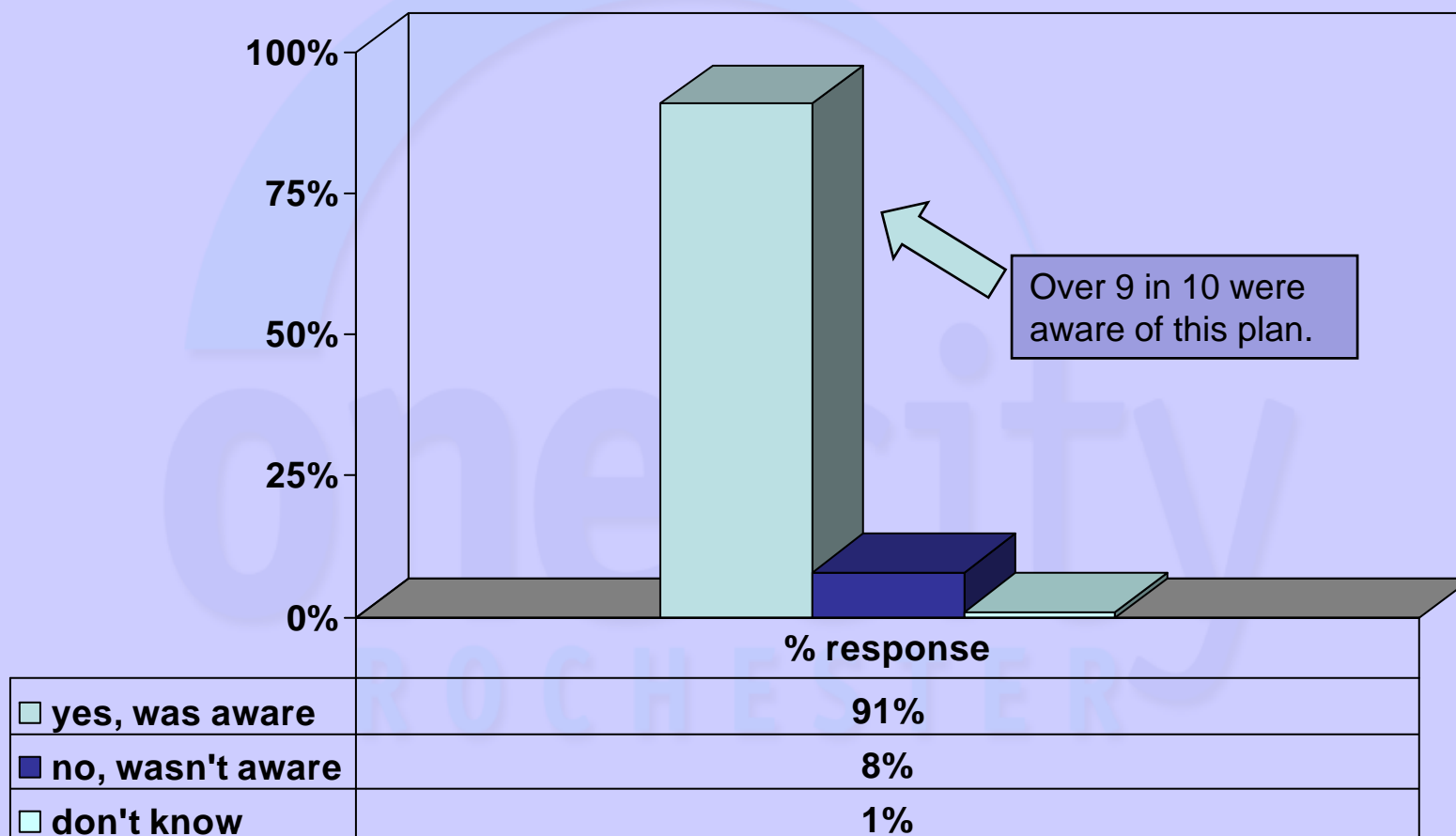
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

[N=120 of 646]

## Q18d) [EVERYONE RE-ENTERED THE INTERVIEW HERE:]



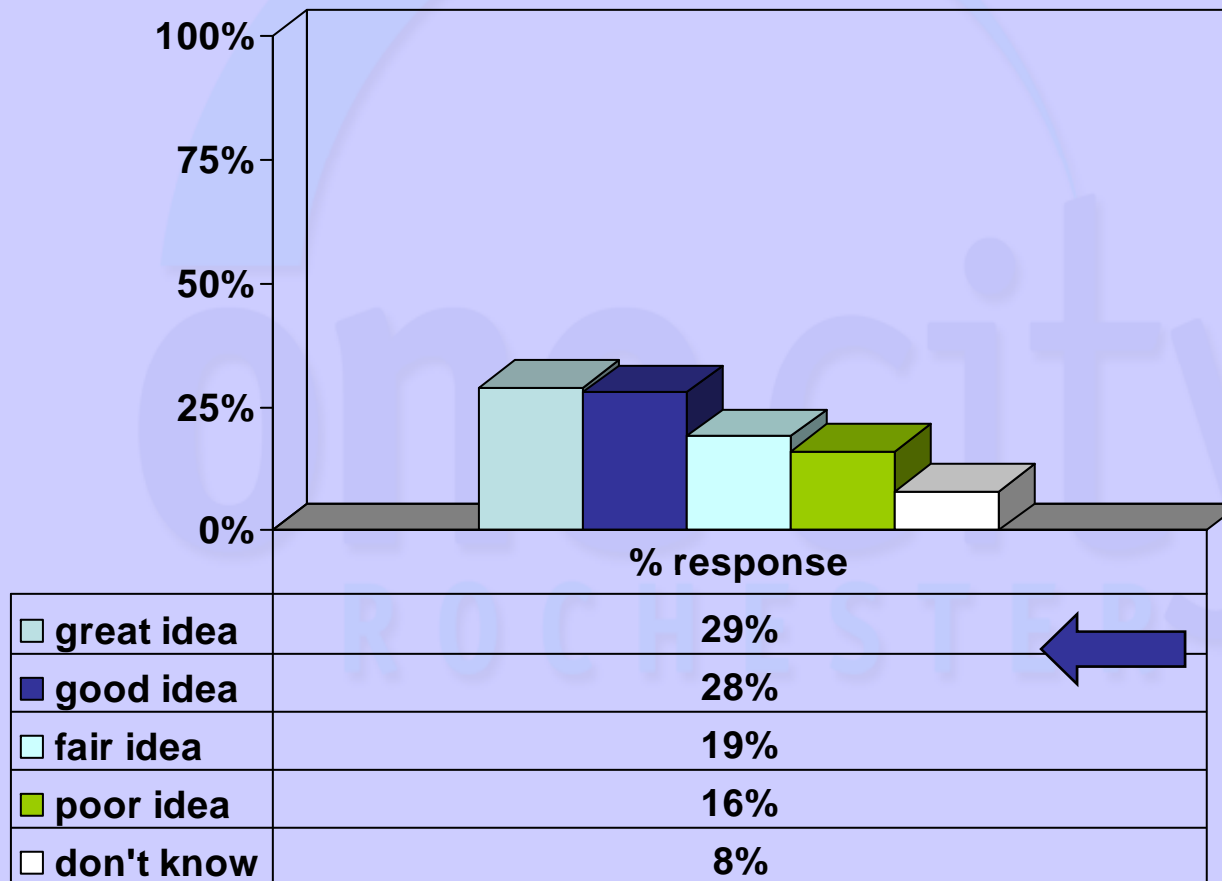
**Before today's survey, were you aware of the new plan to demolish Midtown to allow for the building of Paetec's world headquarters and other potential downtown development?**





### Q18e) [STILL ASKING EVERYONE:]

**Does this downtown development plan sound like a great, good, fair or poor idea to you?**

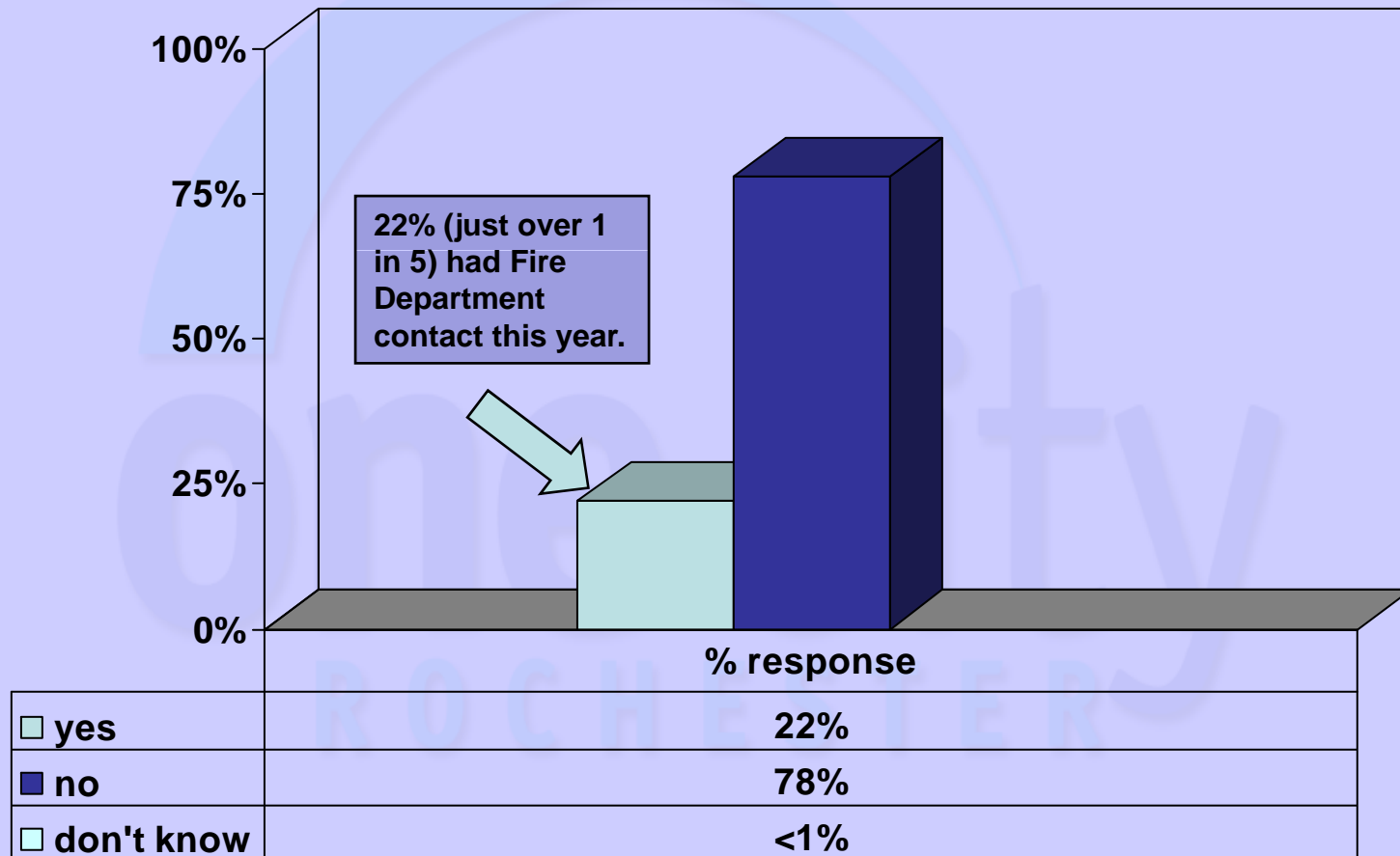


57% consider the Midtown Paetec plan a good or great idea.



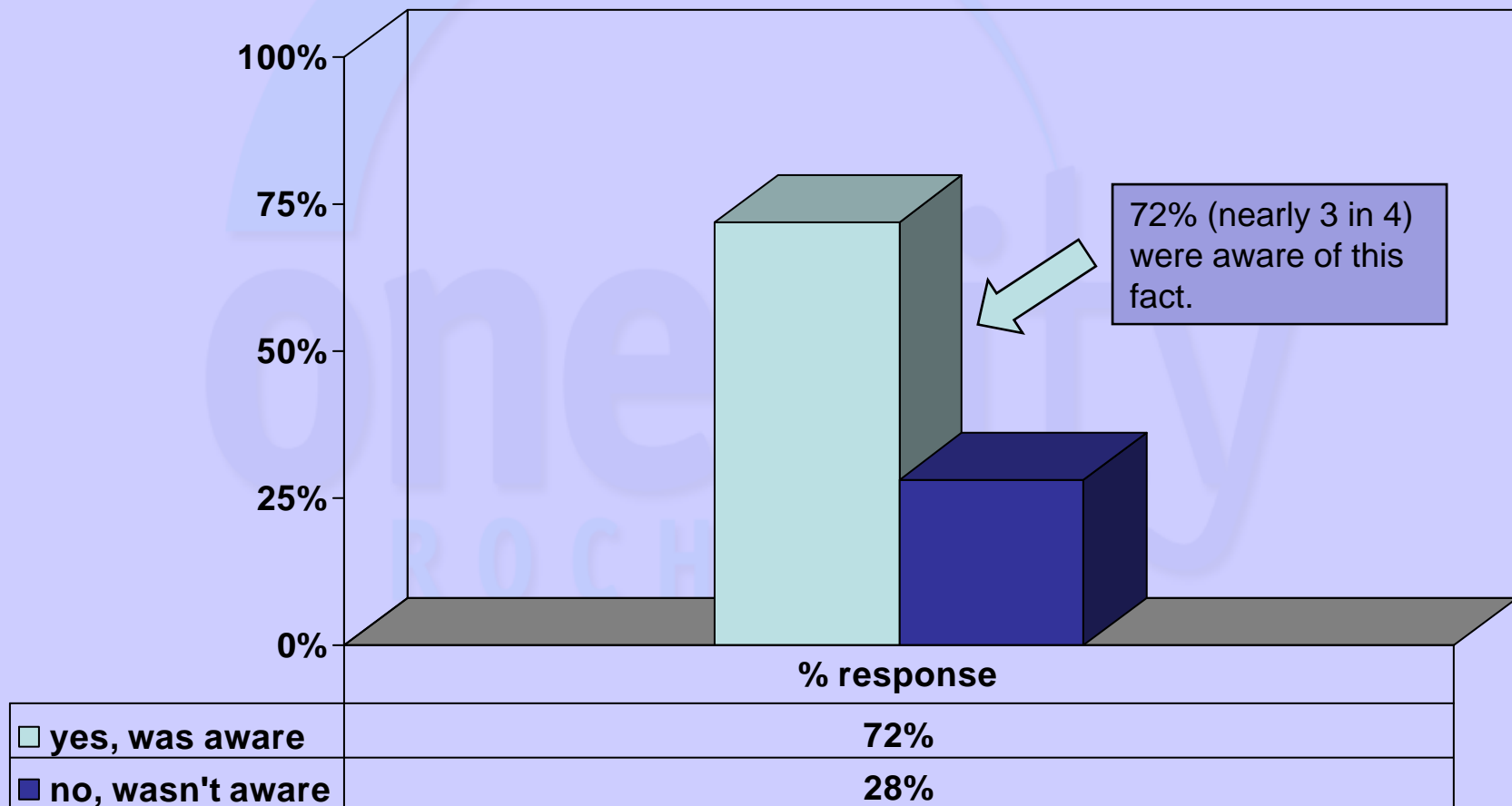
### Q19a) [ALL WERE ASKED:]

**During the past year, have you had any interactions at all with the Rochester Fire Department?**



## Q19b) [STILL ASKING EVERYONE:]

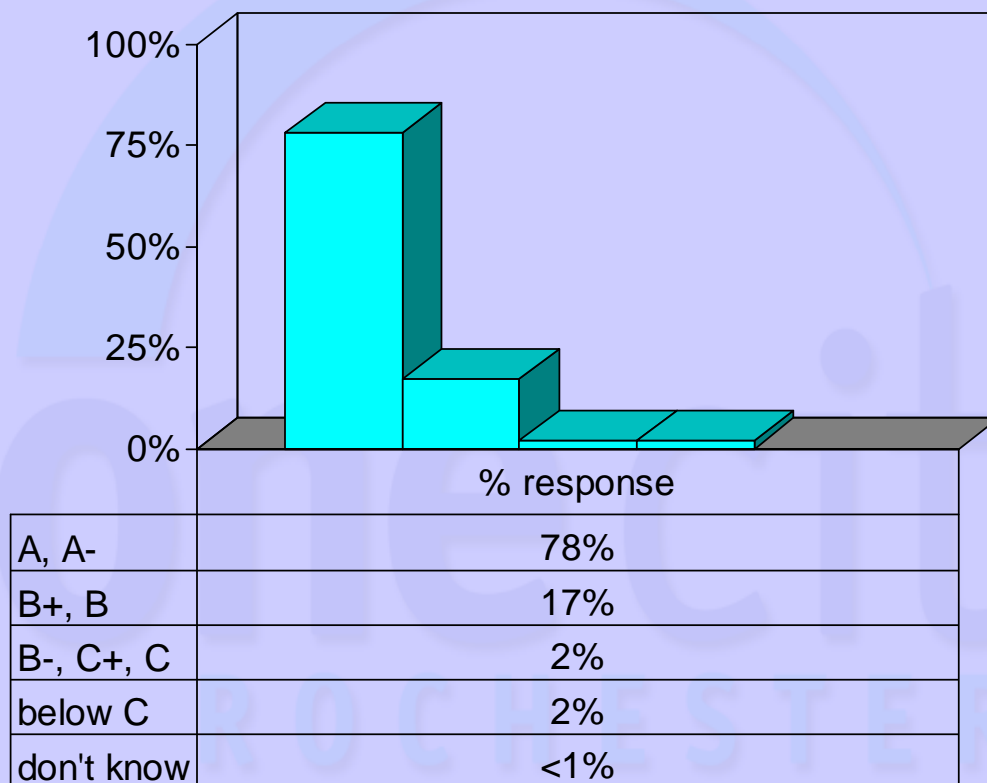
Before today's survey, were you aware that more of the firefighter's time is actually spent focused on prevention and education efforts in our community and our City schools, as well as responding to emergencies other than fires – like auto accidents and emergency medical calls – than actually fighting fires?



[N = 646]

Q19c) [ASKING THOSE WHO HAD HAD FIRE DEPARTMENT CONTACT THIS YEAR:]

What A-F grade would you give to the Fire Department in terms of being efficient, professional, and providing exceptional customer service whether in emergency or non-emergency situations?



The mean average grade here was 9.19 (above A-). This is the highest grade in the entire survey, and shows that our fire-fighters are perceived as the City's heroes today.

| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
|----|----|----|---|----|----|---|----|----|---|---|
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



[N=139 of 646]

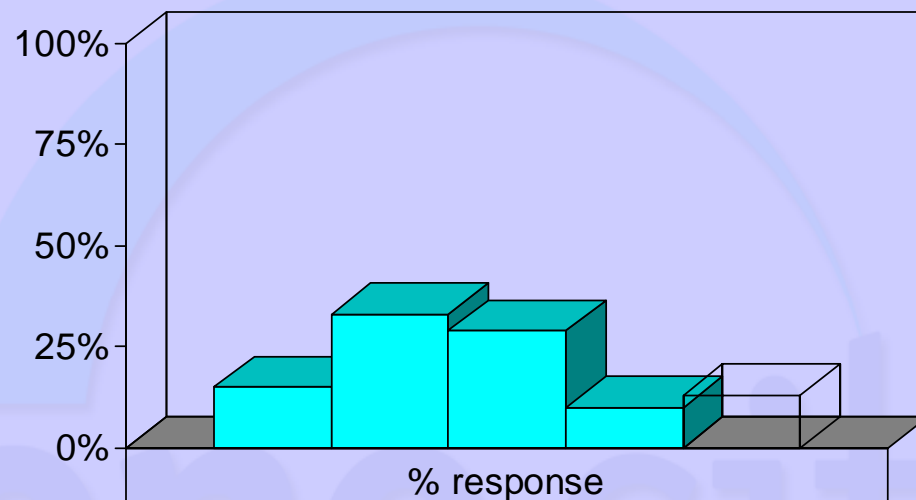


**[ALL RE-ENTERED THE INTERVIEW HERE:]**

**Q20. Now let's talk about parking in our City.**

**What A-F grade would you give to Rochester's municipal parking garages in terms of being...**

## Q20a) ...conveniently located?



|            |     |
|------------|-----|
| A, A-      | 15% |
| B+, B      | 33% |
| B-, C+, C  | 29% |
| below C    | 10% |
| don't know | 13% |

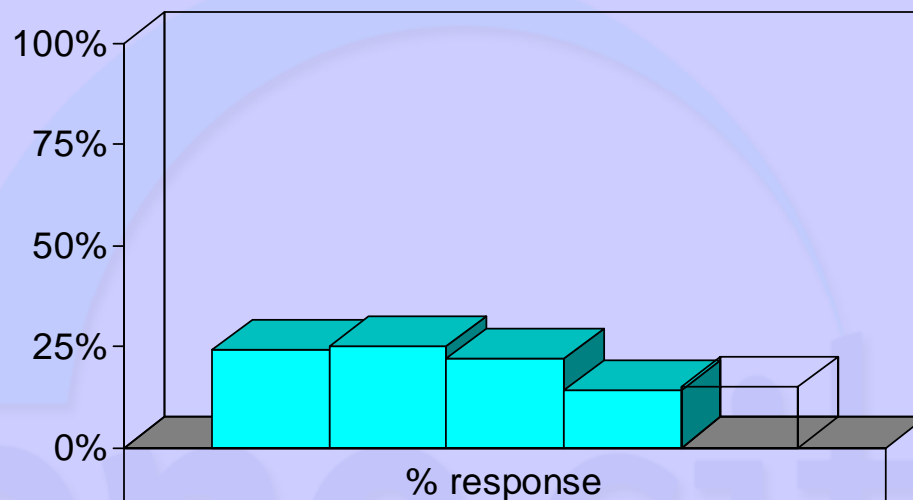
The mean average grade here was 5.91 (B-).

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



[N=646]

## Q20b) ...affordable?



|            |     |
|------------|-----|
| A, A-      | 24% |
| B+, B      | 25% |
| B-, C+, C  | 22% |
| below C    | 14% |
| don't know | 15% |

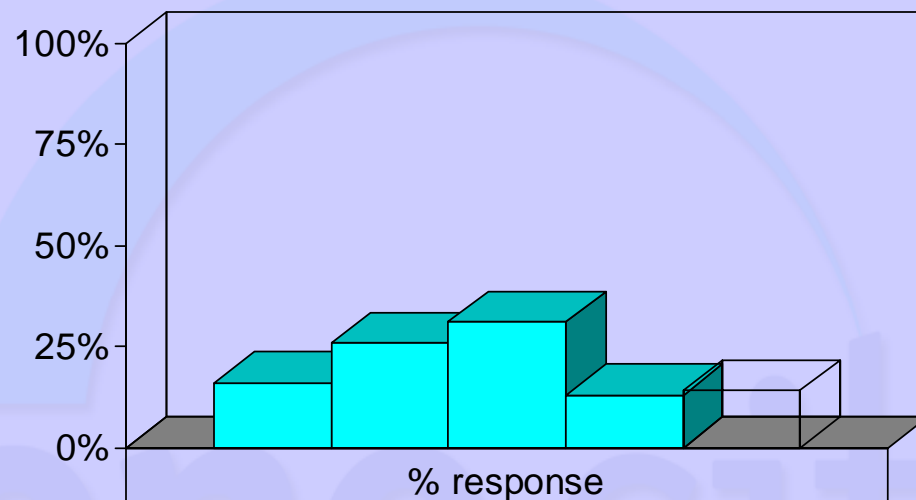
The mean average grade here was 4.85 (just under C+).

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



[N=646]

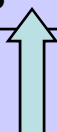
## Q20c) ...safe?



|            |     |
|------------|-----|
| A, A-      | 16% |
| B+, B      | 26% |
| B-, C+, C  | 31% |
| below C    | 13% |
| don't know | 14% |

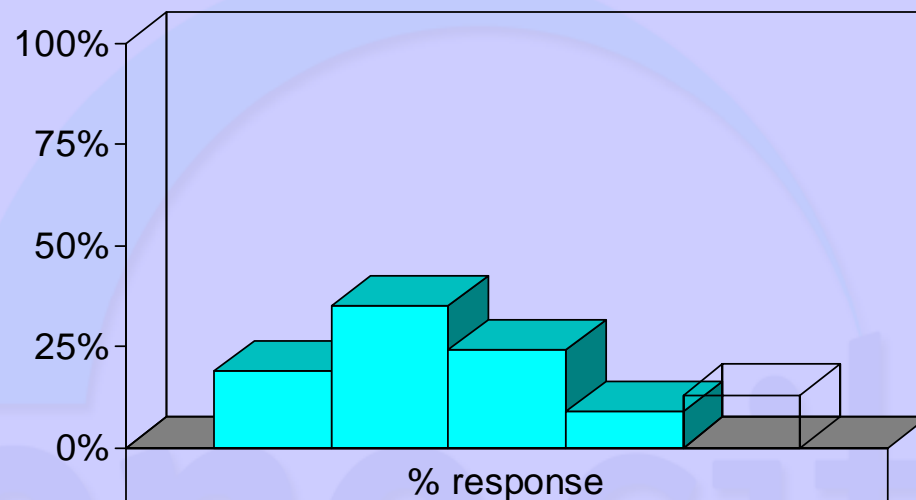
The mean average grade here was 5.74 (3/4 of the way between C+ and B-).

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



[N=646]

## Q20d) ...clean and well-maintained?



|            |     |
|------------|-----|
| A, A-      | 19% |
| B+, B      | 35% |
| B-, C+, C  | 24% |
| below C    | 9%  |
| don't know | 13% |

The mean average grade here was 6.29 (a solid B-).

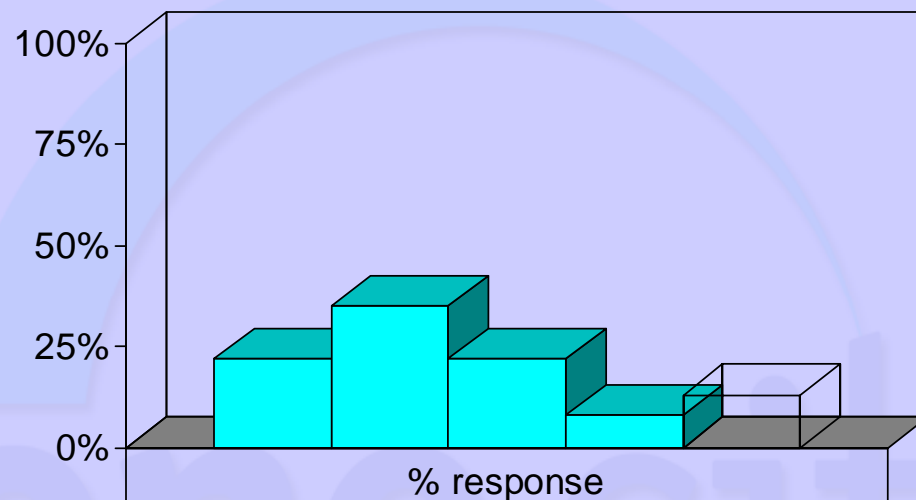
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



[N=646]



## Q20e) ...well-lit?



|            |     |
|------------|-----|
| A, A-      | 22% |
| B+, B      | 35% |
| B-, C+, C  | 22% |
| below C    | 8%  |
| don't know | 13% |

The mean average grade here was 6.44 (nearly halfway between B- and B).

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

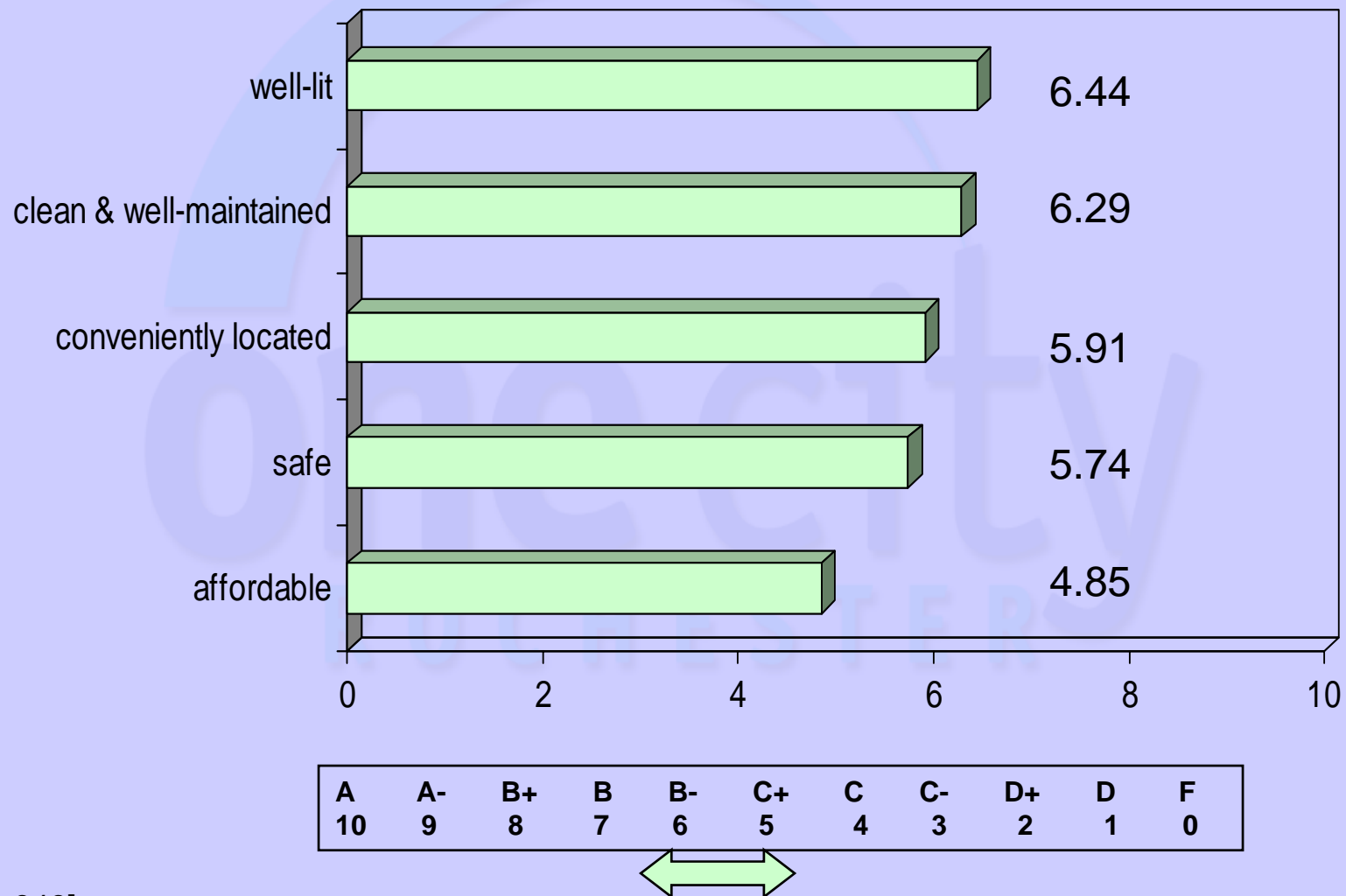


[N=646]



## PARKING-RELATED PROFILE

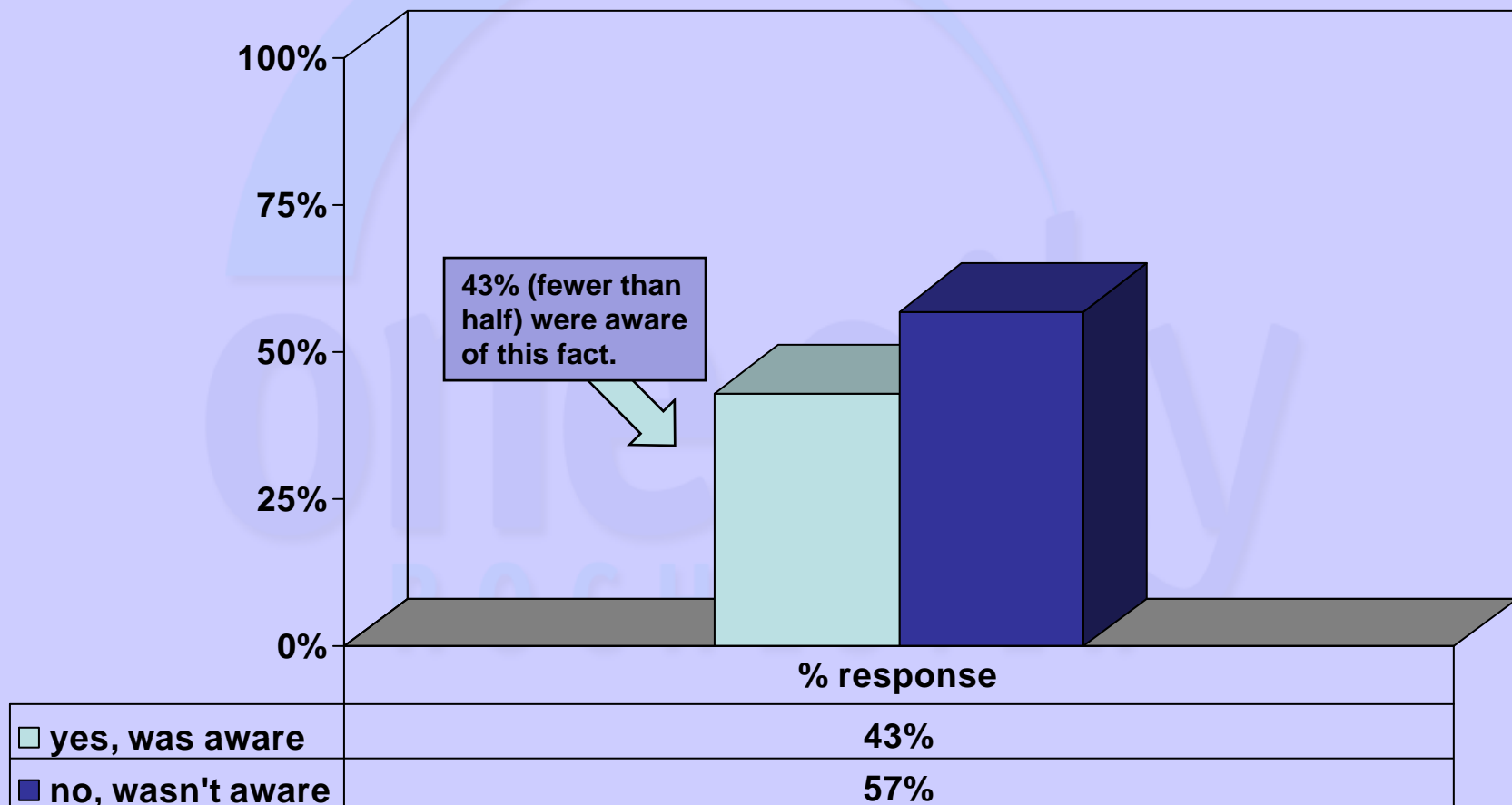
[ranked by 0-10 mean average grade equivalent]



[N = 646]

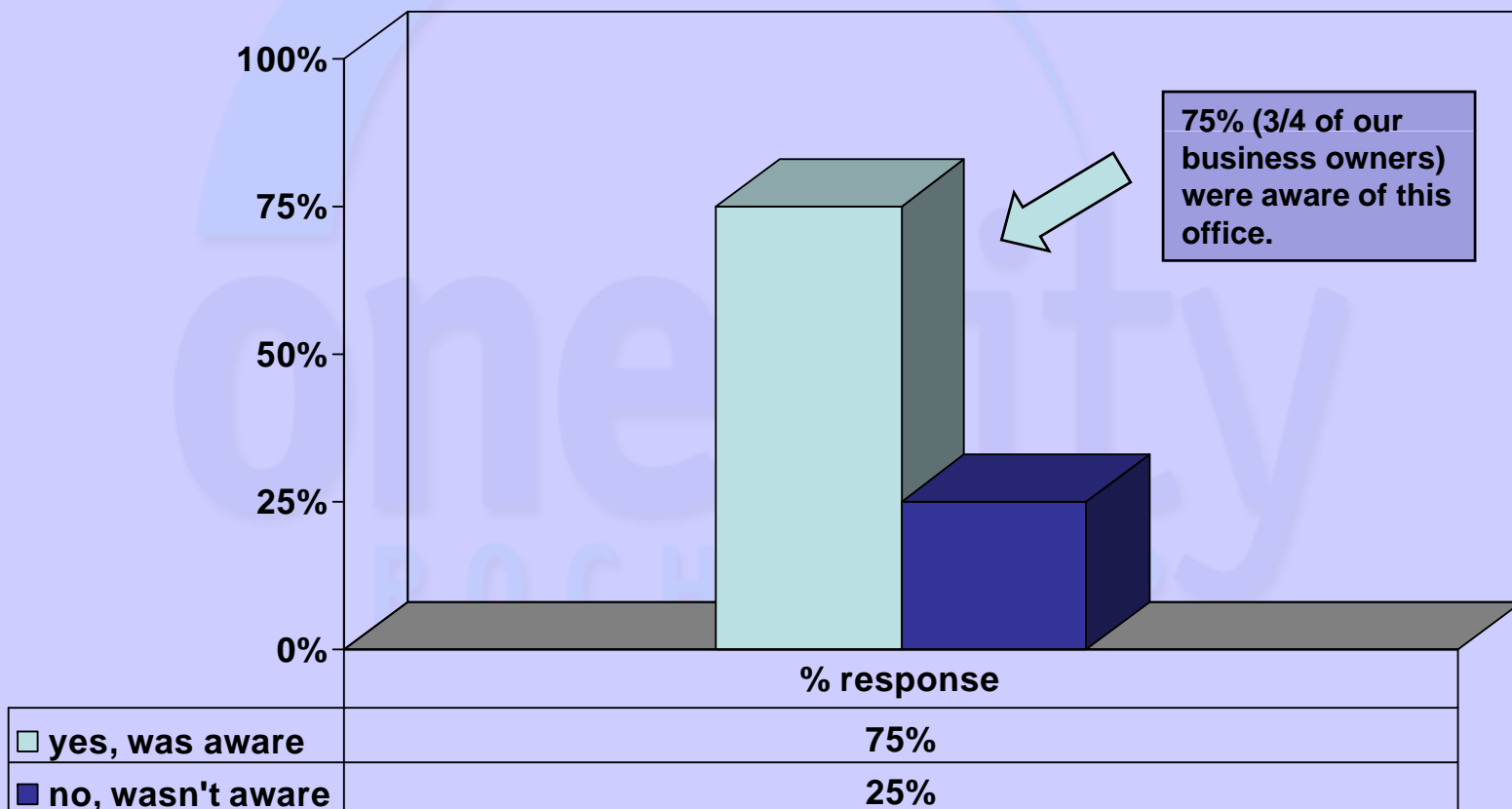
## Q21. [STILL ASKING EVERYONE:]

**Before today's survey, were you aware that our City-run parking garages are all free of charge during evenings, holidays, and the whole month between Thanksgiving and New Years?**



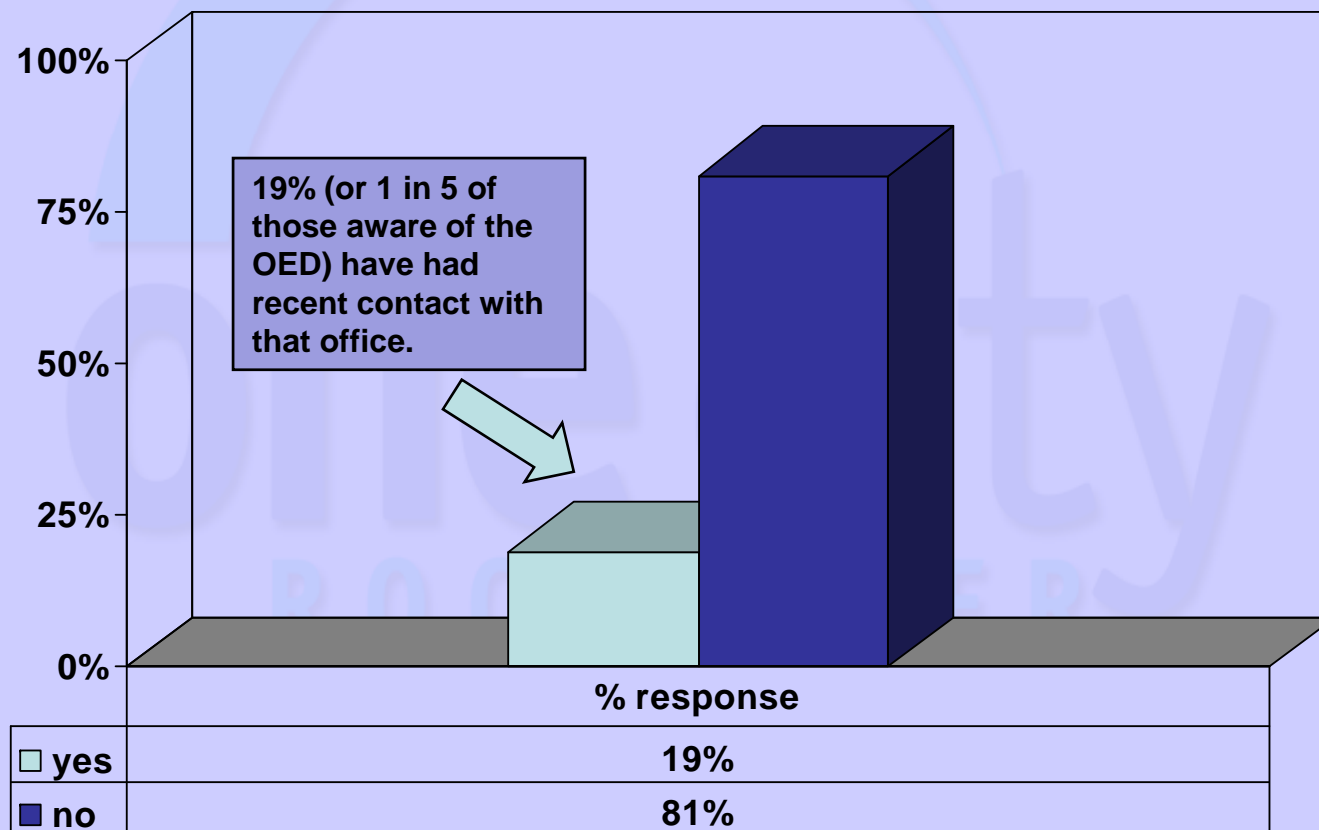
## Q22a) [ASKING CITY BUSINESS OWNERS ONLY:]

Before today's survey, were you aware that the City of Rochester has an Office of Economic Development that's dedicated to helping City business owners needing loans and grants, technical assistance, and assistance with the zoning and building departments?



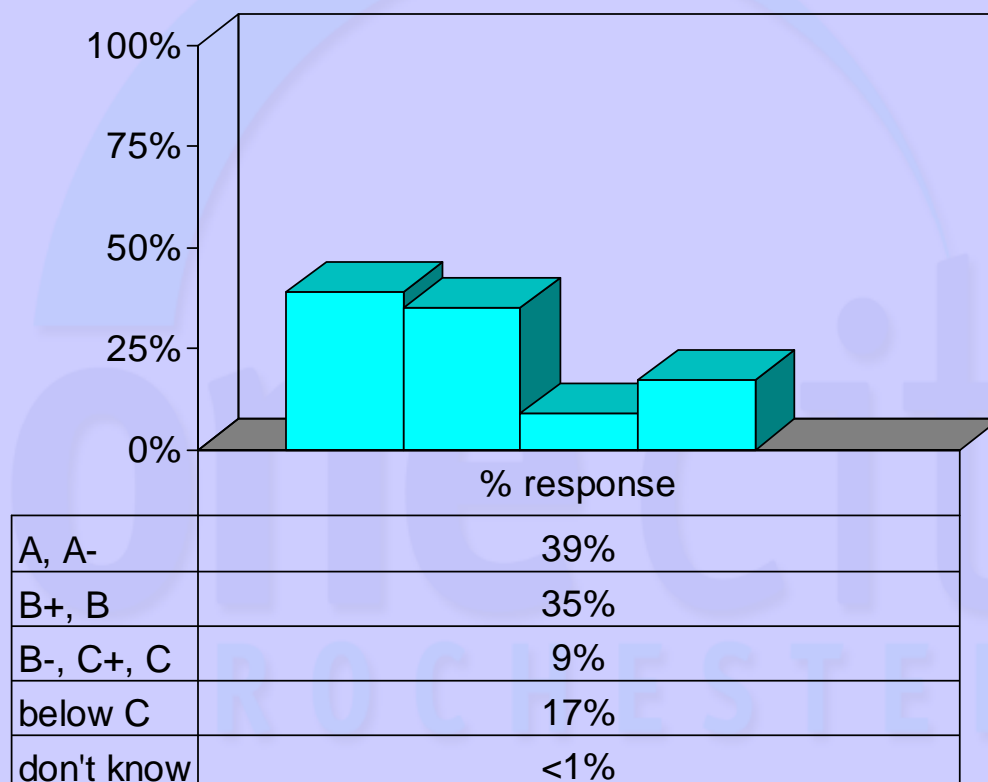
## Q22b) [ASKING THOSE WHO WERE AWARE OF THE OED:]

Have you ever had contact with the Office of Economic Development since Mayor Duffy took over as Mayor?



## Q22c) [ASKING THOSE WHO HAD HAD RECENT CONTACT WITH THE OED:]

Regardless of whether you were able to accomplish what you were trying to do, what A-F grade would you give to the Economic Development Department in terms of understanding your challenges as a business owner and trying their best on your behalf?



The mean average grade here was 6.87 (a grade approaching B).

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

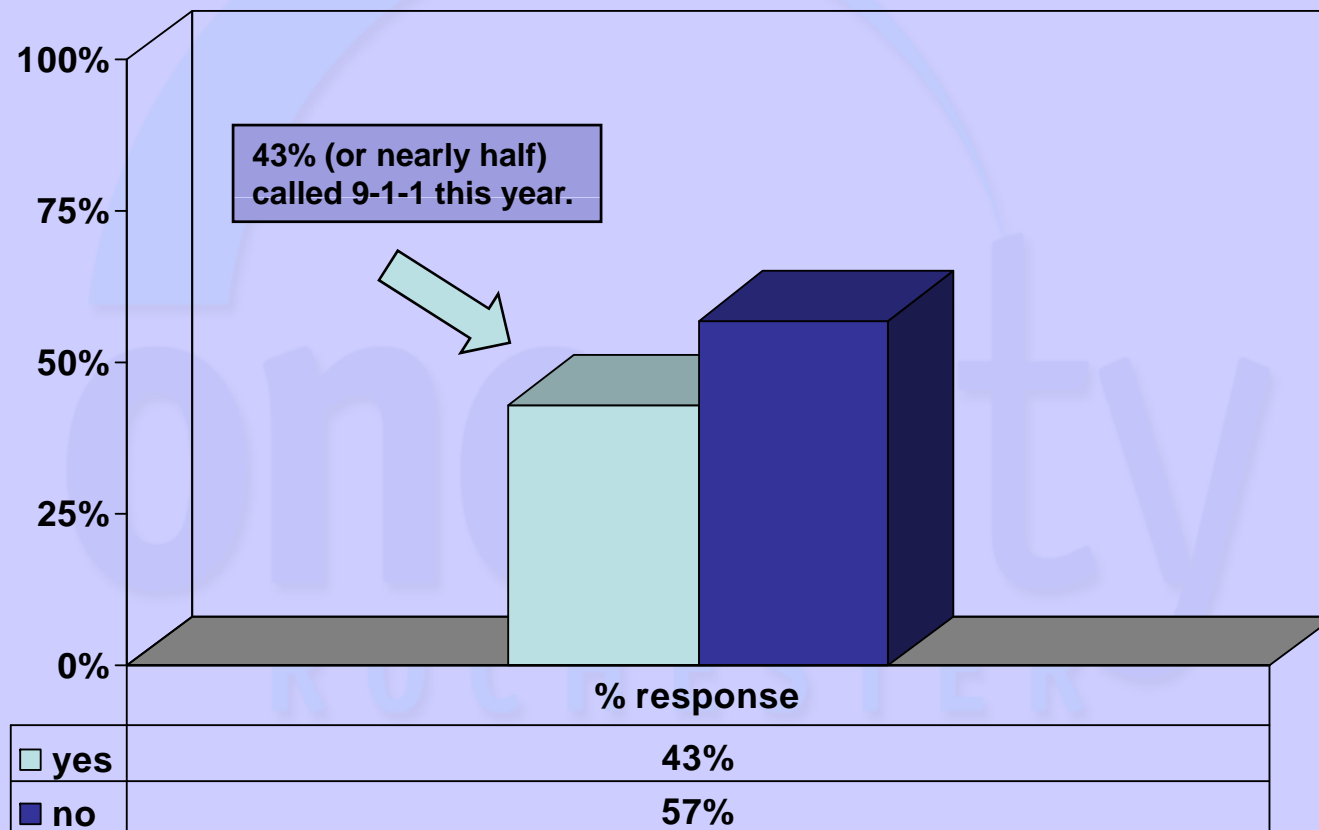


[N=24 of 164]



## Q23a) [ALL RESPONDENTS RE-ENTERED THE INTERVIEW HERE:]

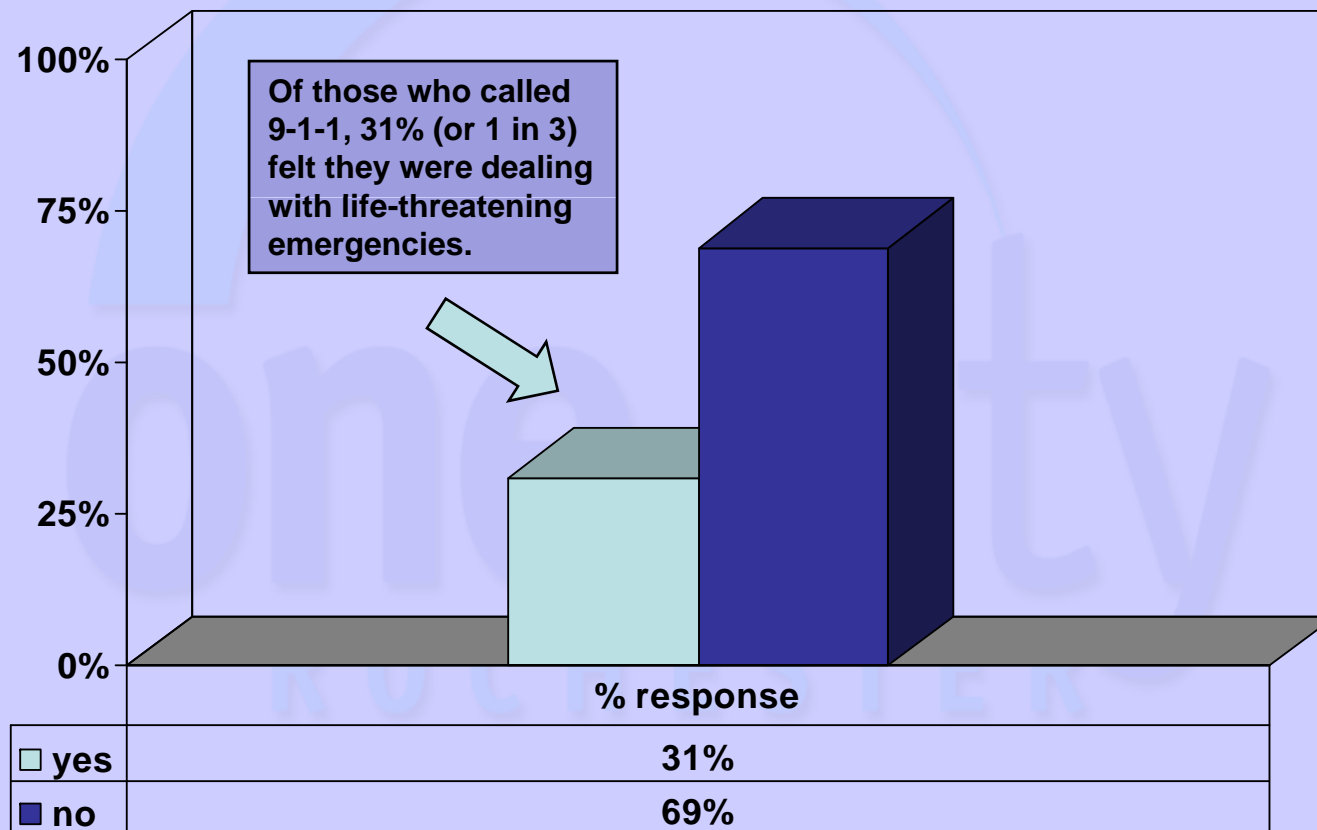
Within the past year, have you called 9-1-1 in need of police, fire, or emergency medical services?





## Q23b) [ASKING THOSE WHO DID PHONE 9-1-1 THIS YEAR:]

Were you in the middle of a life-threatening emergency at the time?

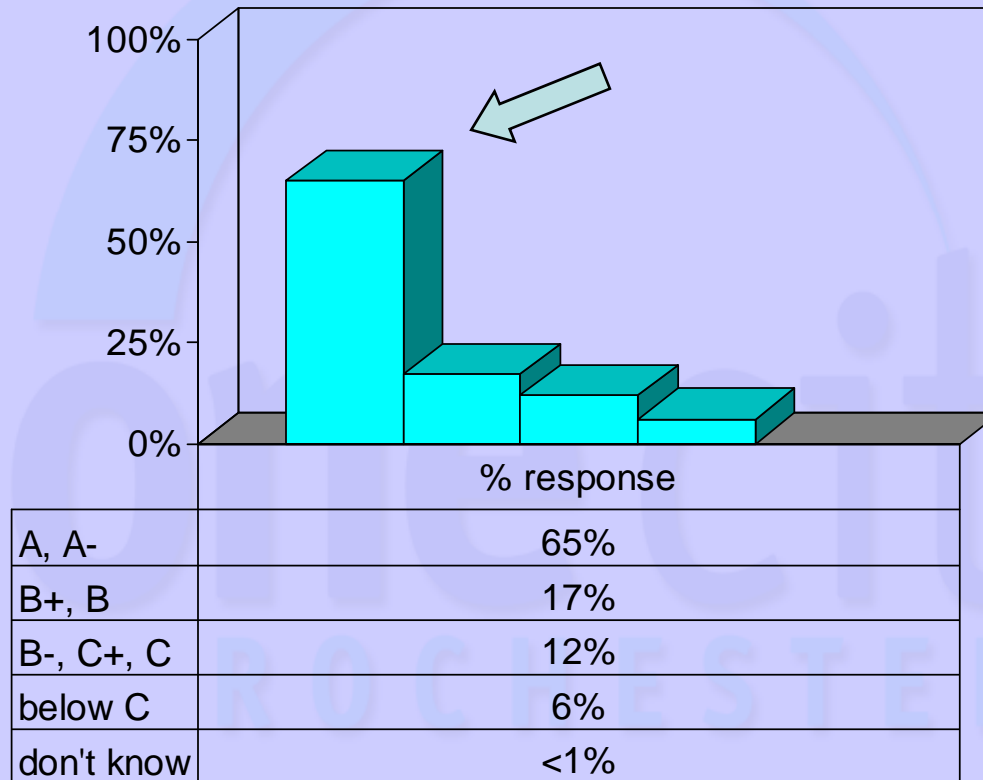




## Q23c) [ASKING THOSE WHOSE 9-1-1 CALLS WERE EMERGENCIES:]



What A-F grade would you give to the assistance you received from the person, who took your 9-1-1 call?



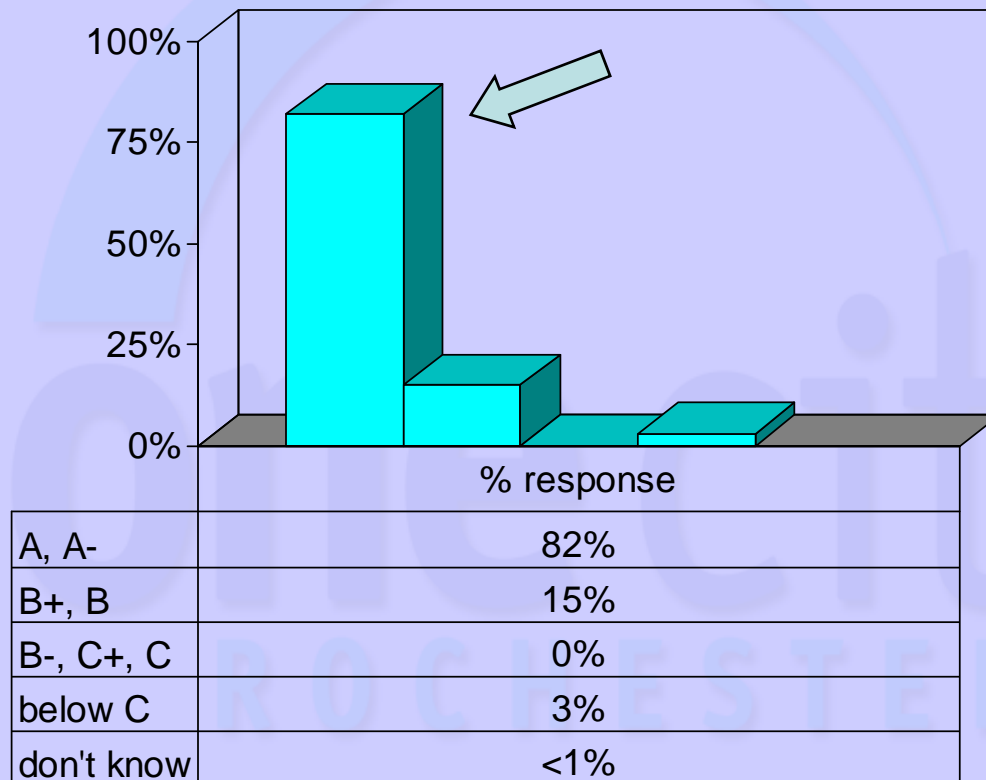
The mean average grade here was 8.22 (a strong B+), with 2/3 (65%) grading the handling of their 9-1-1 call an A.

| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
|----|----|----|---|----|----|---|----|----|---|---|
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



**Q23d) [STILL ASKING THOSE WHOSE 9-1-1 CALLS WERE EMERGENCIES:]**

**If your 9-1-1 call resulted in a response by the Rochester Fire Department, what A-F grade would you give to how quickly and professionally they responded to that 9-1-1 call?**



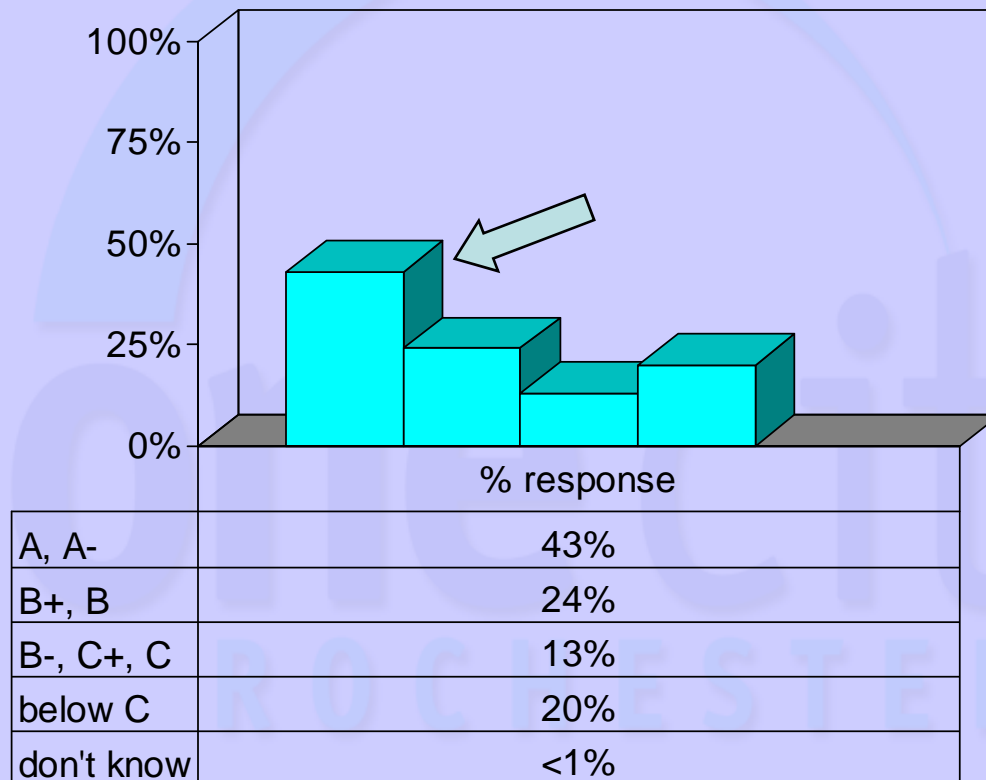
The mean average grade here was 9.31 (between A- and A), with 4/5 (82%) grading the Fire Department's response an A.

| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
|----|----|----|---|----|----|---|----|----|---|---|
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

[N=72 of 646]

**Q23e) [STILL ASKING THOSE WHOSE 9-1-1 CALLS WERE EMERGENCIES:]**

**If your 9-1-1 call resulted in a response by the Rochester Police Department, what A-F grade would you give to how quickly and professionally they responded to that 9-1-1 call?**



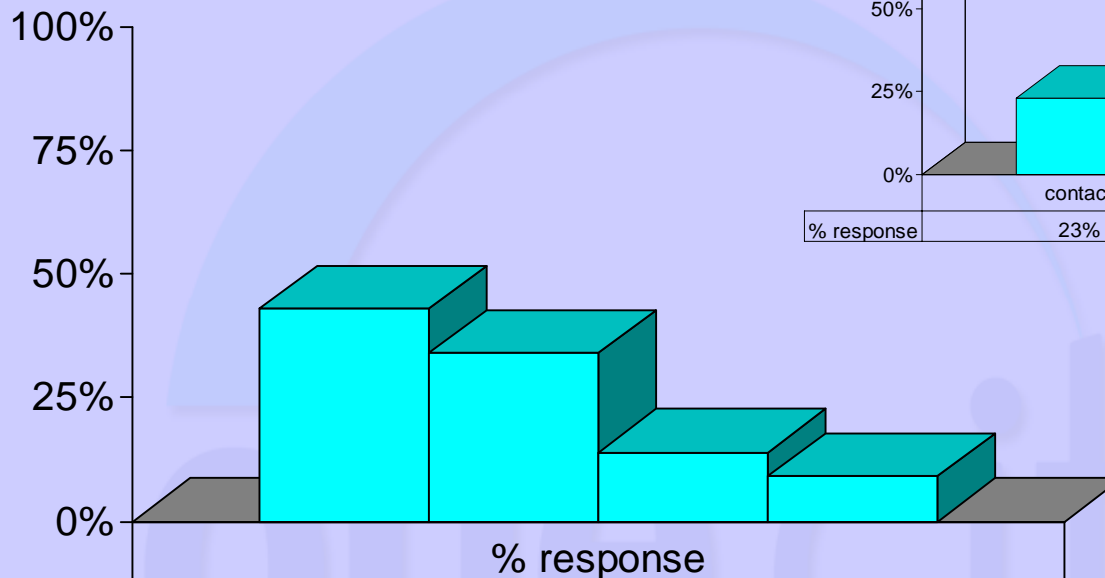
The mean average grade here was 6.58 (1/2 way between B- and B), with 43% grading the Police Department's response an A.

| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
|----|----|----|---|----|----|---|----|----|---|---|
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

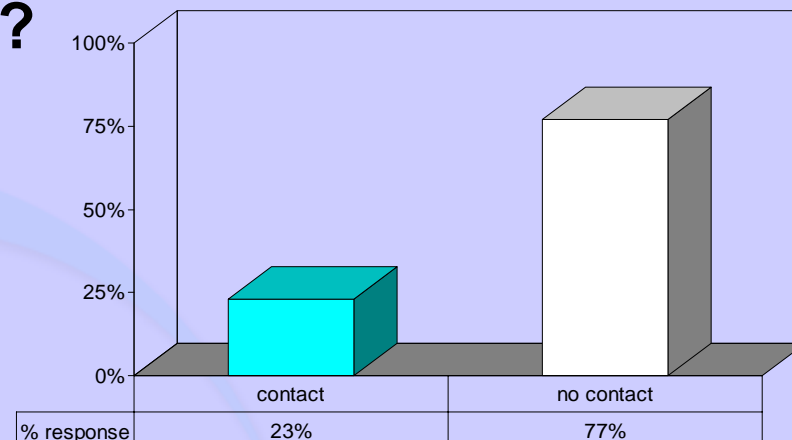


**Q24. For any of the following City departments  
you did contact this year,  
with a question or issue or concern,  
please rate the service you received  
using our A-F grading scale:**

## 24a) The City's water bureau?



|           |     |
|-----------|-----|
| A, A-     | 43% |
| B+, B     | 34% |
| B-, C+, C | 14% |
| below C   | 9%  |

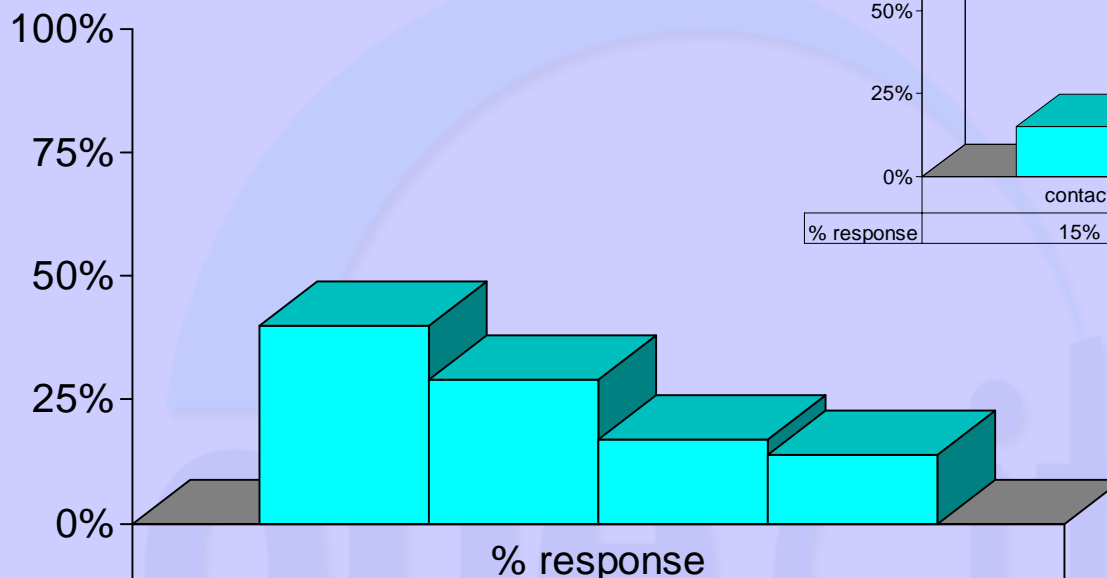


The mean average grade here was 7.31 (1/3 of the way between B and B+).

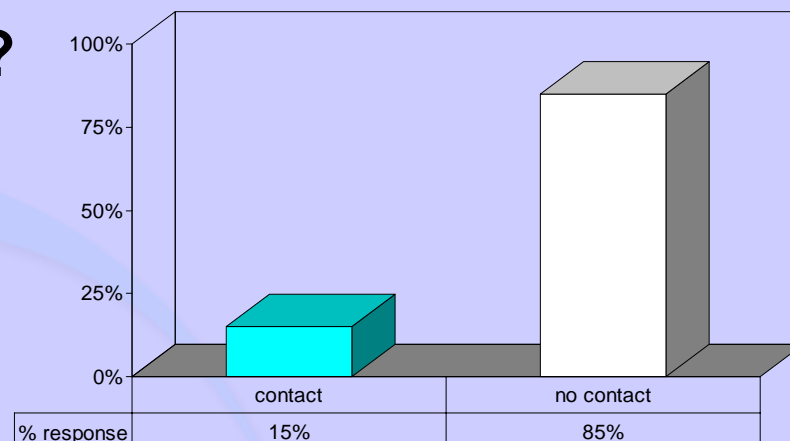
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 24b) The Freedom of Information Department?



|           |     |
|-----------|-----|
| A, A-     | 40% |
| B+, B     | 29% |
| B-, C+, C | 17% |
| below C   | 14% |

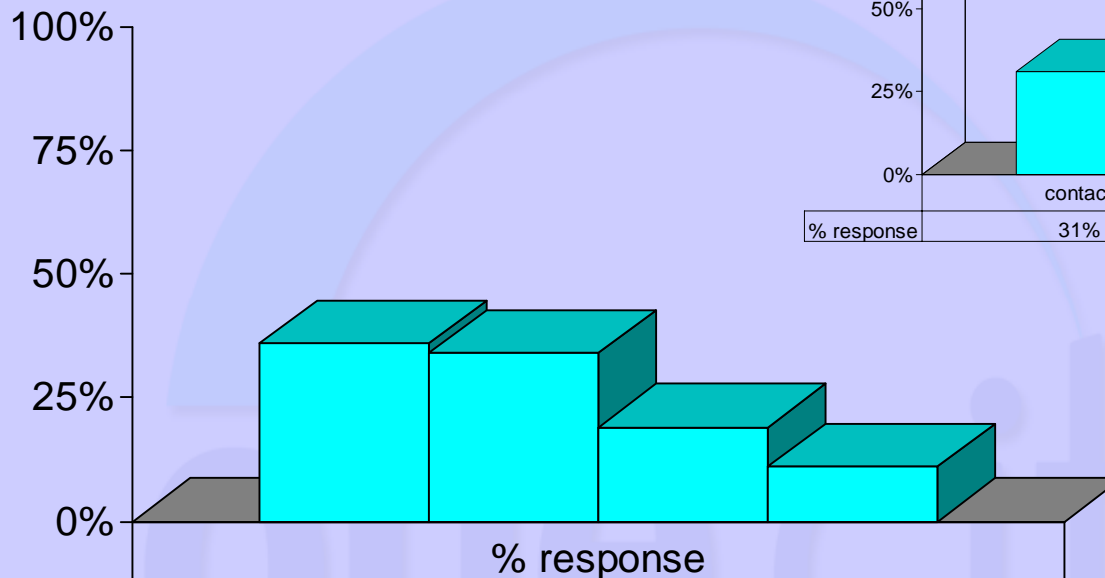


The mean average grade here was 6.82 (a grade approaching B).

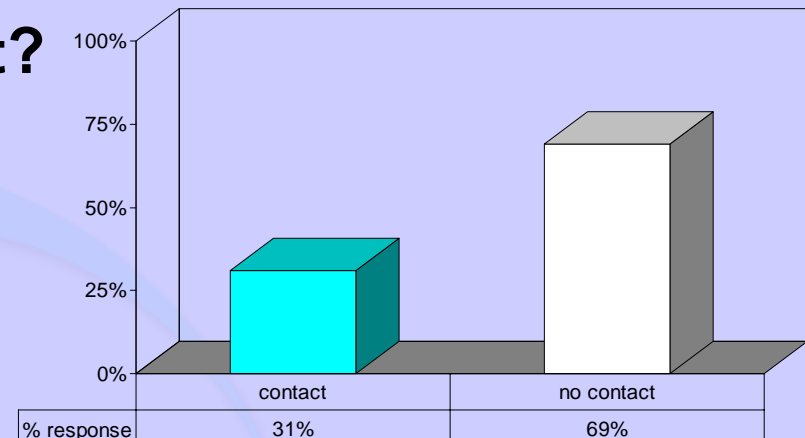
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 24c) The City's Tax Assessment Department?



|           |     |
|-----------|-----|
| A, A-     | 36% |
| B+, B     | 34% |
| B-, C+, C | 19% |
| below C   | 11% |

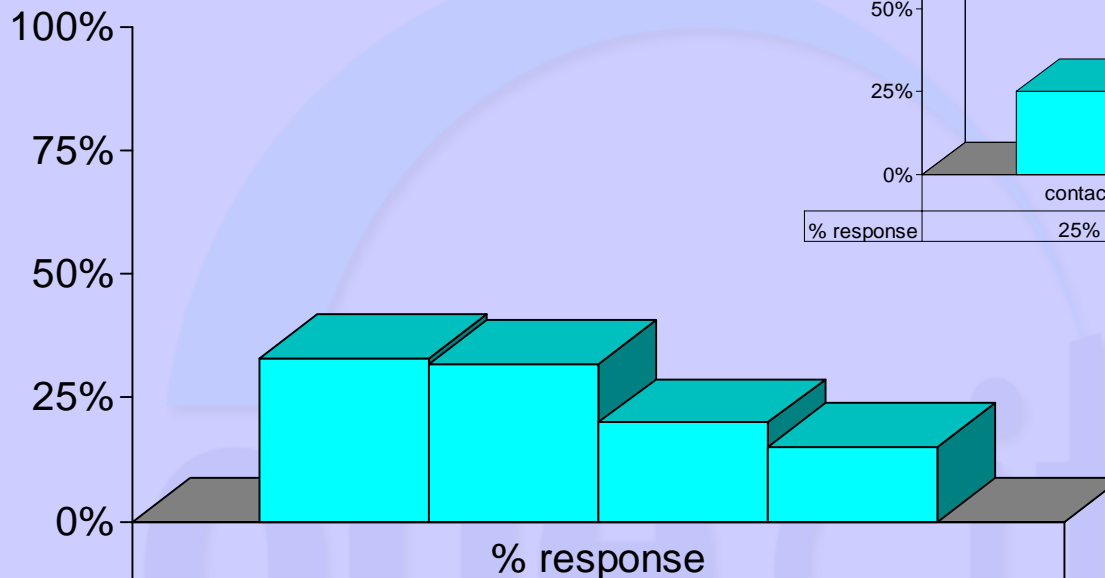


The mean average grade here was 6.83 (a grade approaching B).

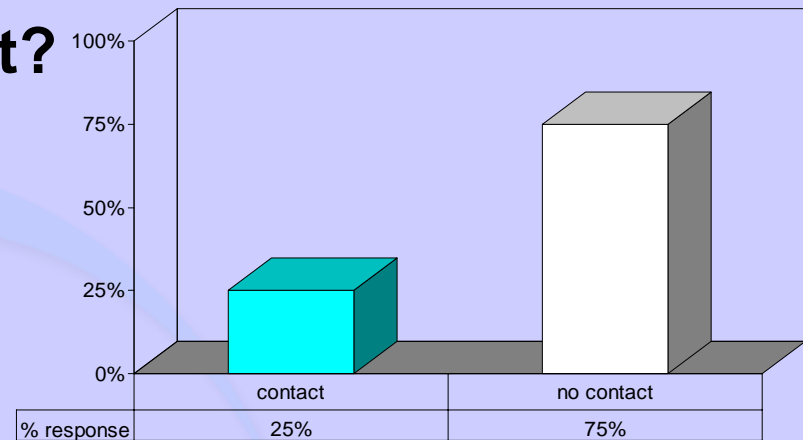
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



## 24d) The City's Code Enforcement Department?



|           |     |
|-----------|-----|
| A, A-     | 33% |
| B+, B     | 32% |
| B-, C+, C | 20% |
| below C   | 15% |



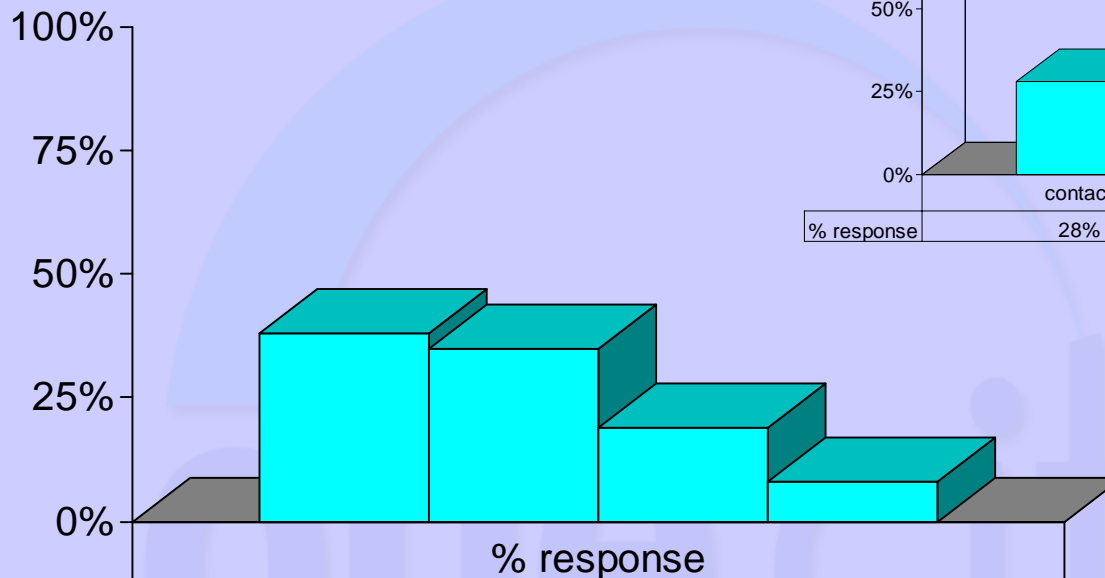
The mean average grade here was 6.42 (nearly halfway between B- and B).

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

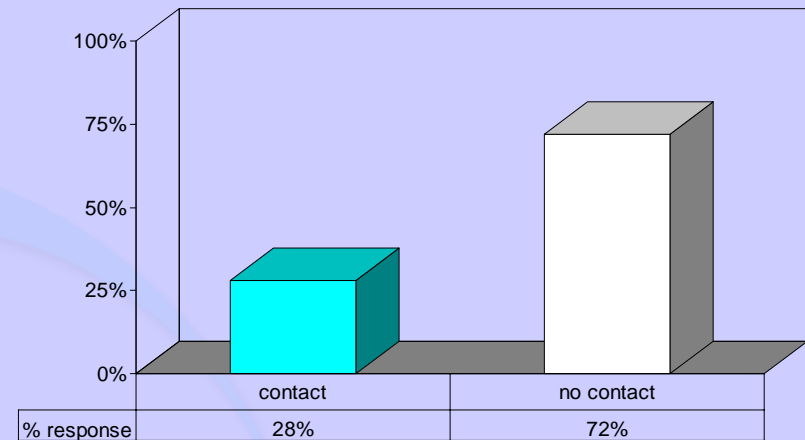




## 24e) The City's Recreation Department?



|           |     |
|-----------|-----|
| A, A-     | 38% |
| B+, B     | 35% |
| B-, C+, C | 19% |
| below C   | 8%  |

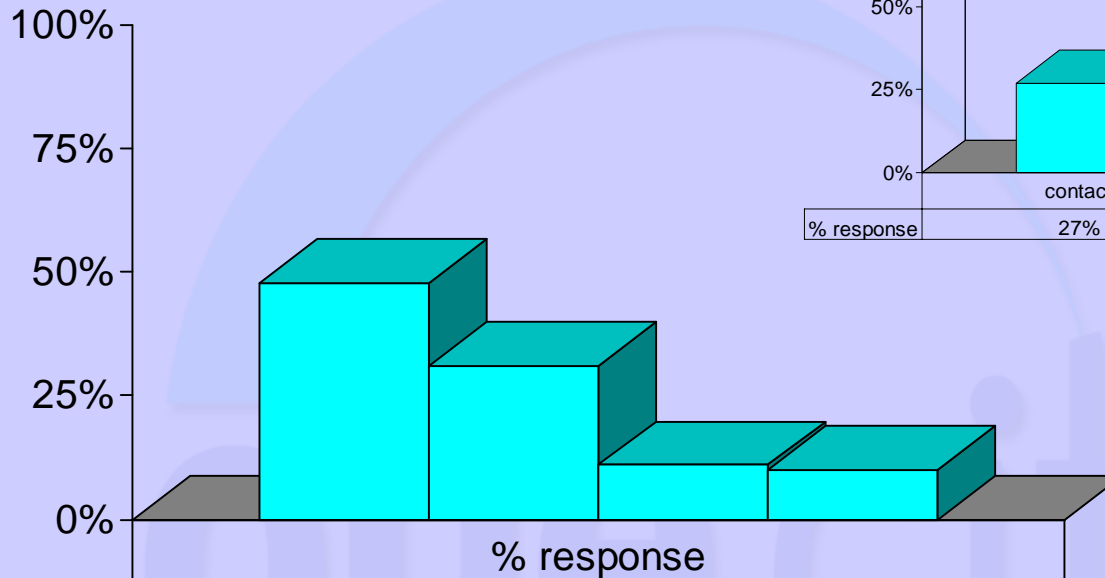


The mean average grade here was 7.12 (a solid B).

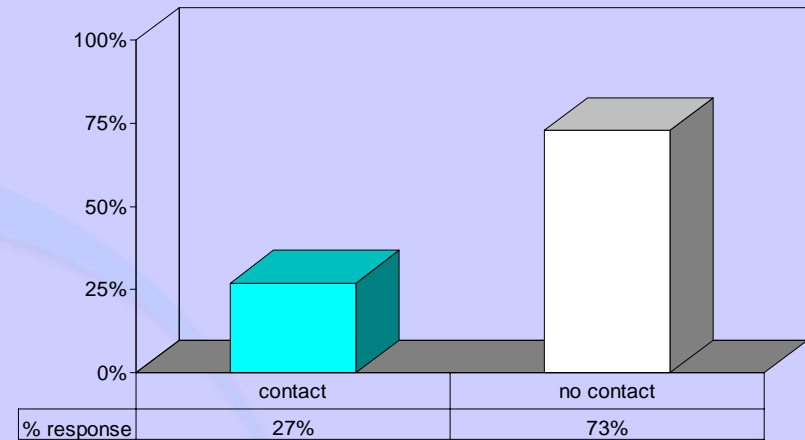
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

[N=180 of 646]

## 24f) The Mayor's Office?



|           |     |
|-----------|-----|
| A, A-     | 48% |
| B+, B     | 31% |
| B-, C+, C | 11% |
| below C   | 10% |



The mean average grade here was 7.43 (nearly halfway between B and B+), with 48% (almost ½) giving the Mayor's Office an A-level grade.

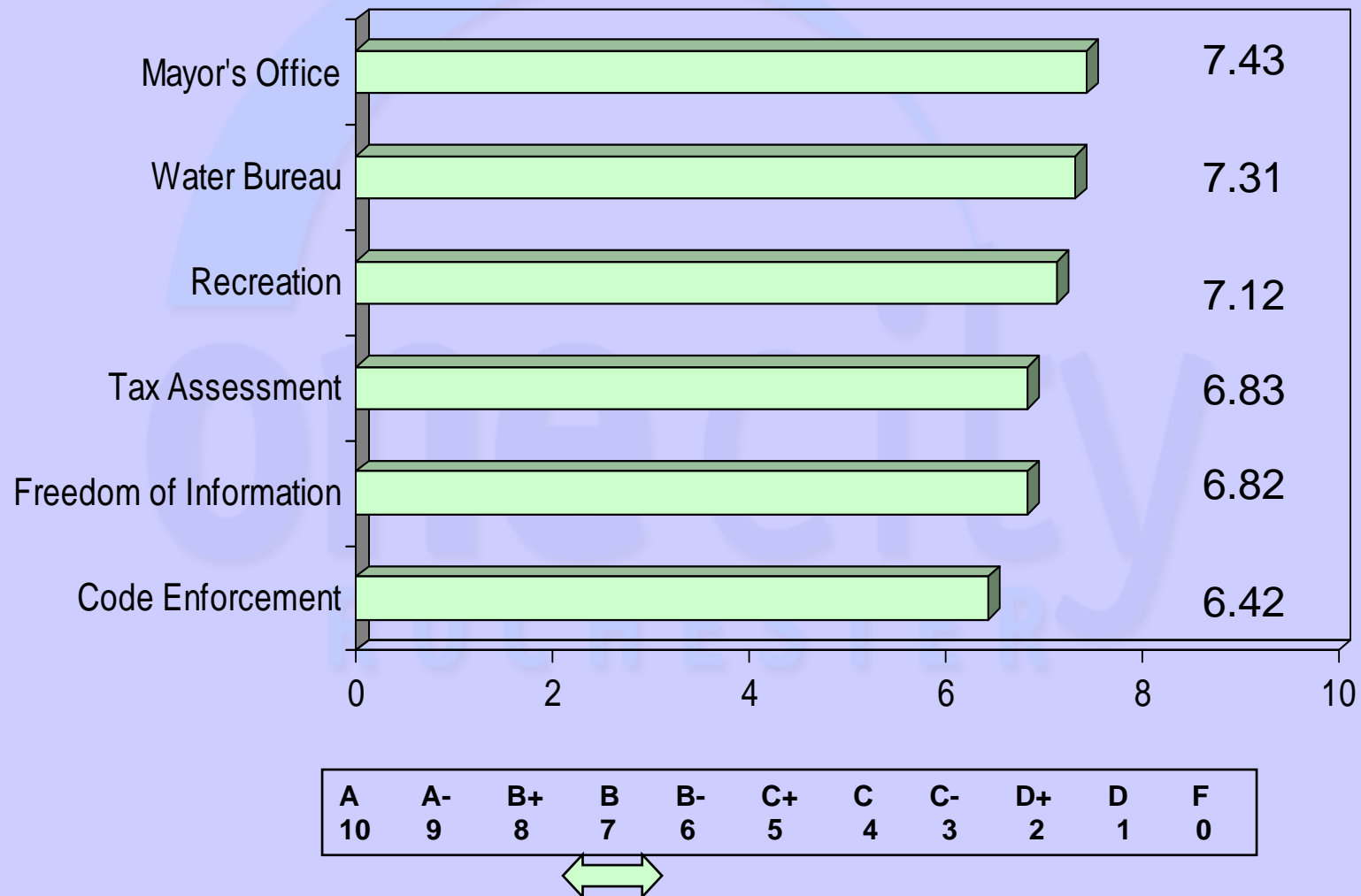
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



[N=176 of 646]



## CITY DEPARTMENT-RELATED PROFILE [ranked by 0-10 mean average grade equivalent]

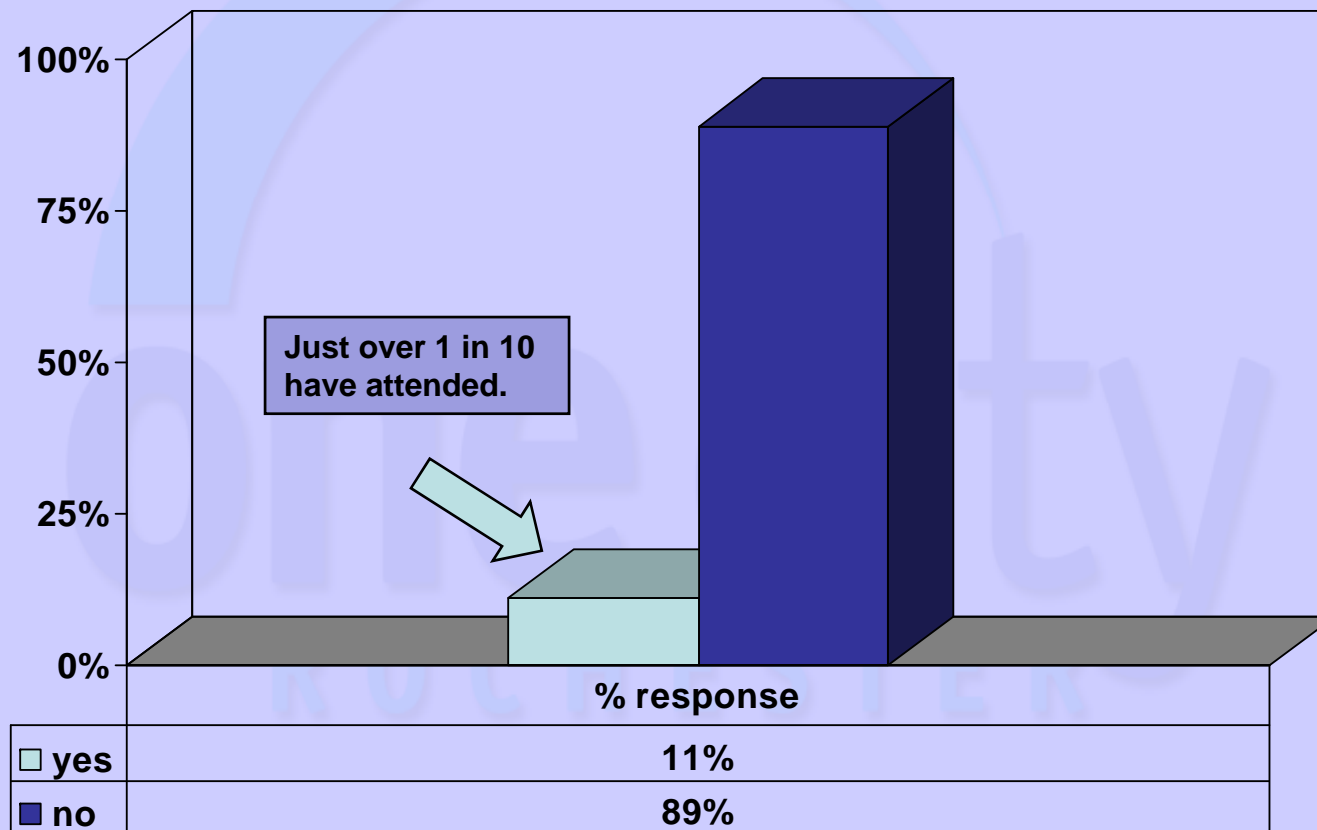


[N = 646]



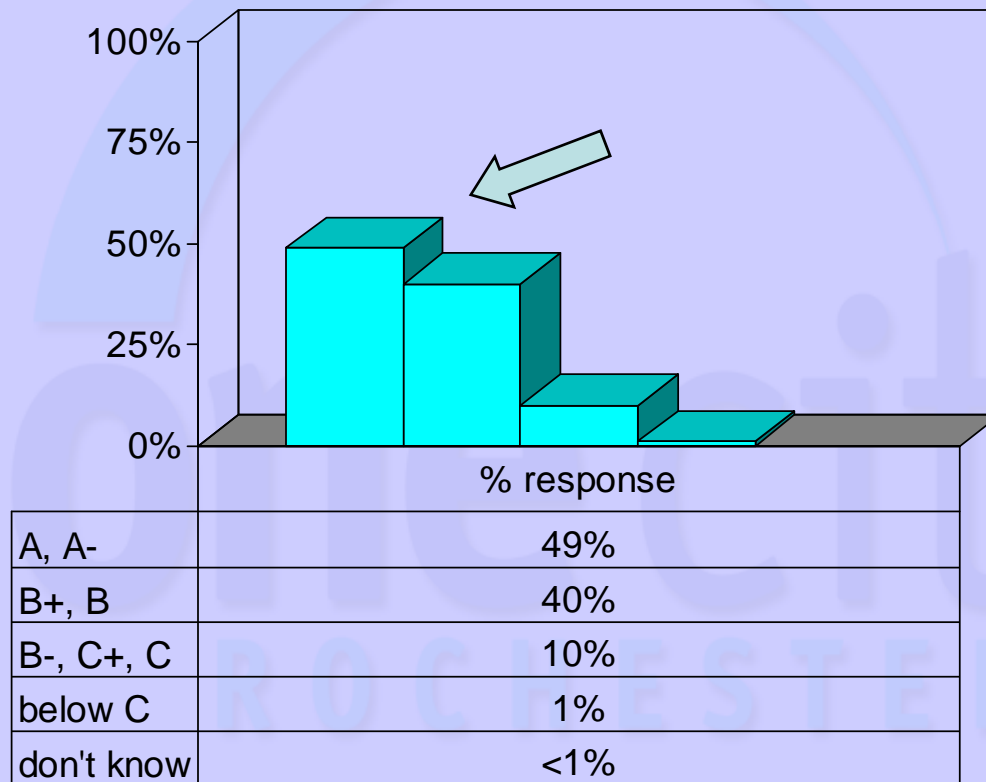
Q25a) [STILL ASKING EVERYONE:]

Have you ever attended one of Mayor Duffy's  
*"City Hall on the Road"* events?



Q25b) [ASKING THOSE WHO HAVE ATTENDED DUFFY'S CITY HALL ON THE ROAD:]

What A-f grade would you give to that experience?



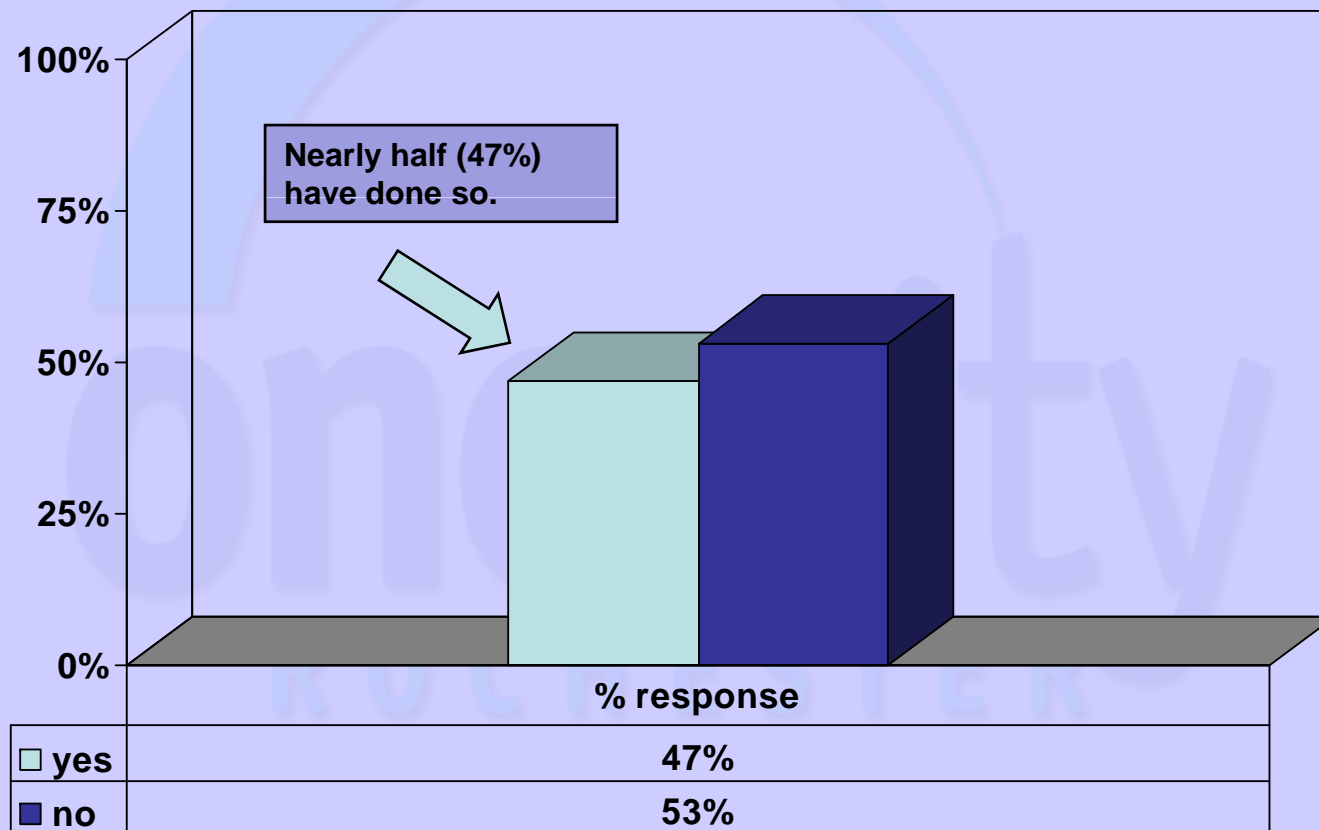
The mean average grade here was 8.10 (a solid B+), with 49% grading City Hall on the Road an A.

|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |

[N=70 of 646]

Q25c) [STILL ASKING THOSE WHO HAVE ATTENDED DUFFY'S CITY HALL ON THE ROAD:]

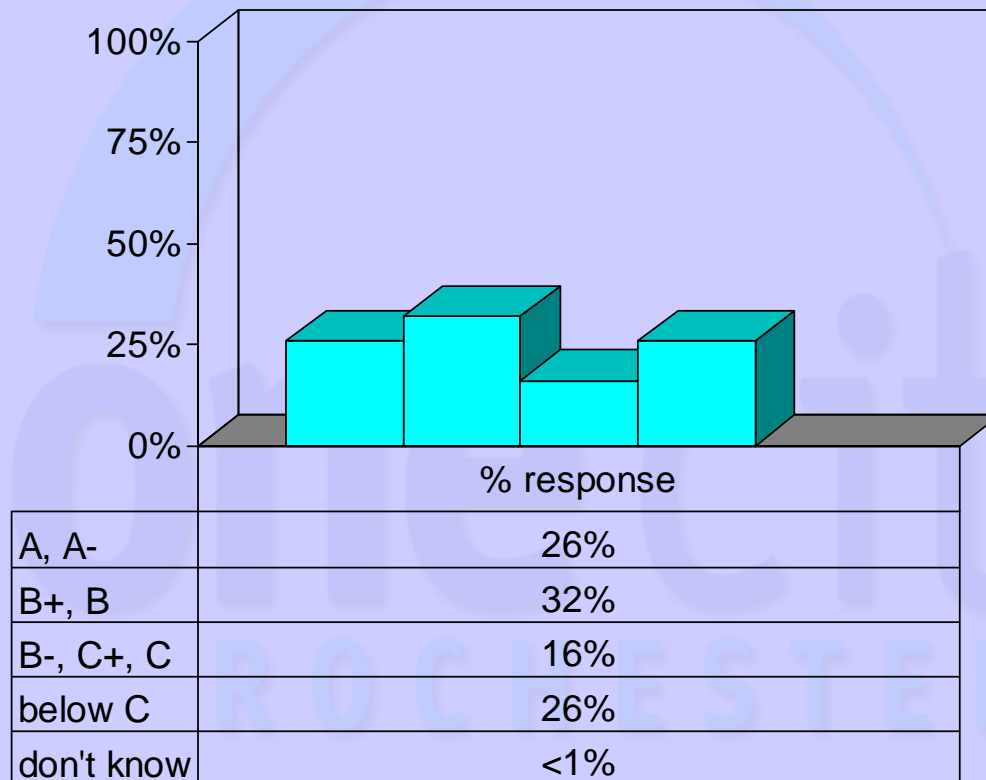
**Did you ever voice a problem or a concern during one of those events?**





Q25d) [ASKING THOSE HAD VOICED A PROBLEM OR CONCERN  
DURING A CITY HALL ON THE ROAD EVENT:]

**What A-F grade would you give to the  
promptness of the City staff's follow-up?**



The mean average  
grade here was just  
5.58 (halfway between  
C+ and B-).

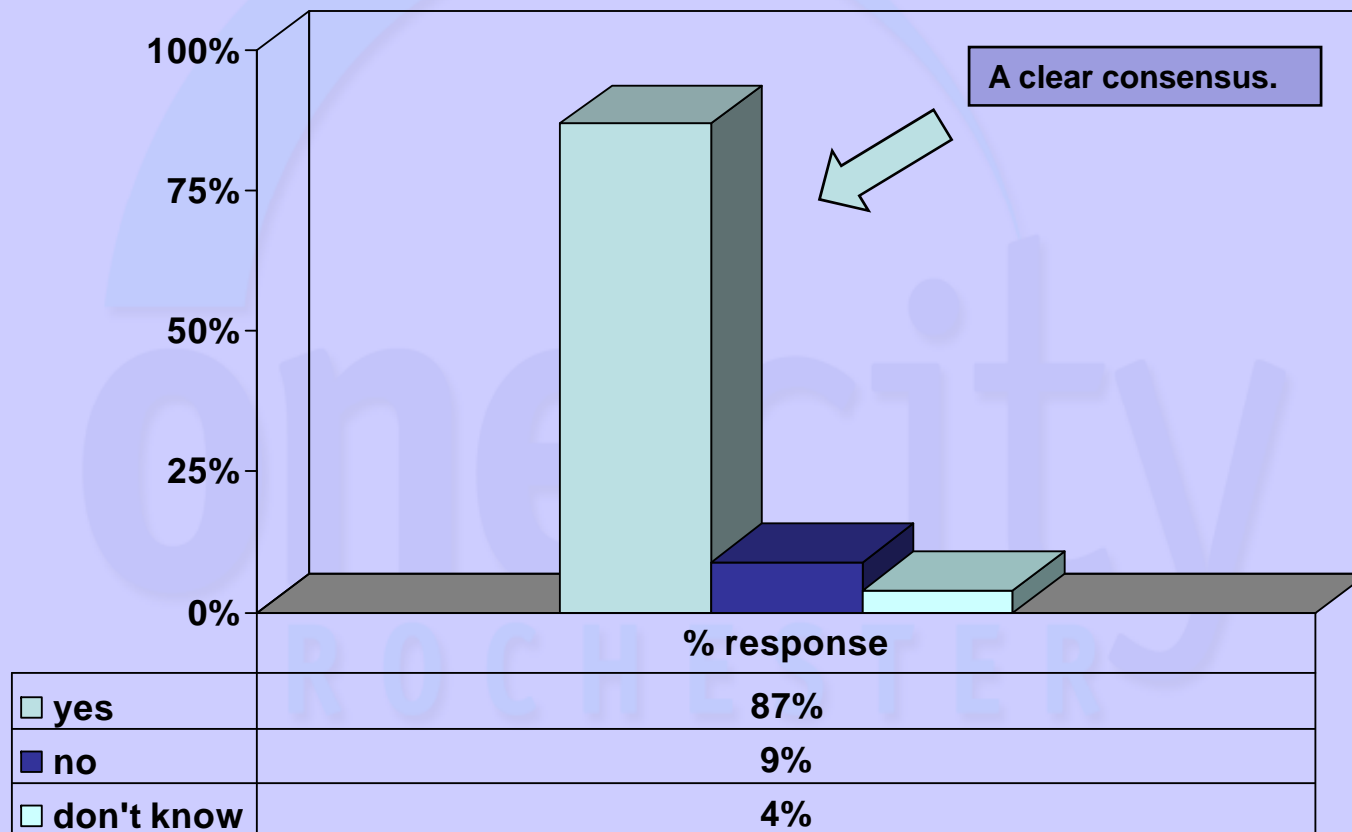
|    |    |    |   |    |    |   |    |    |   |   |
|----|----|----|---|----|----|---|----|----|---|---|
| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |





Q26. [ALL RESPONDENTS RE-ENTERED THE INTERVIEW HERE:]

Do you think that the City today pays enough attention to providing things like music, festivals, special events, and other recreational things to do in and around our City?





## Q27a-k) Within the past year, have you attended or visited each of the following?



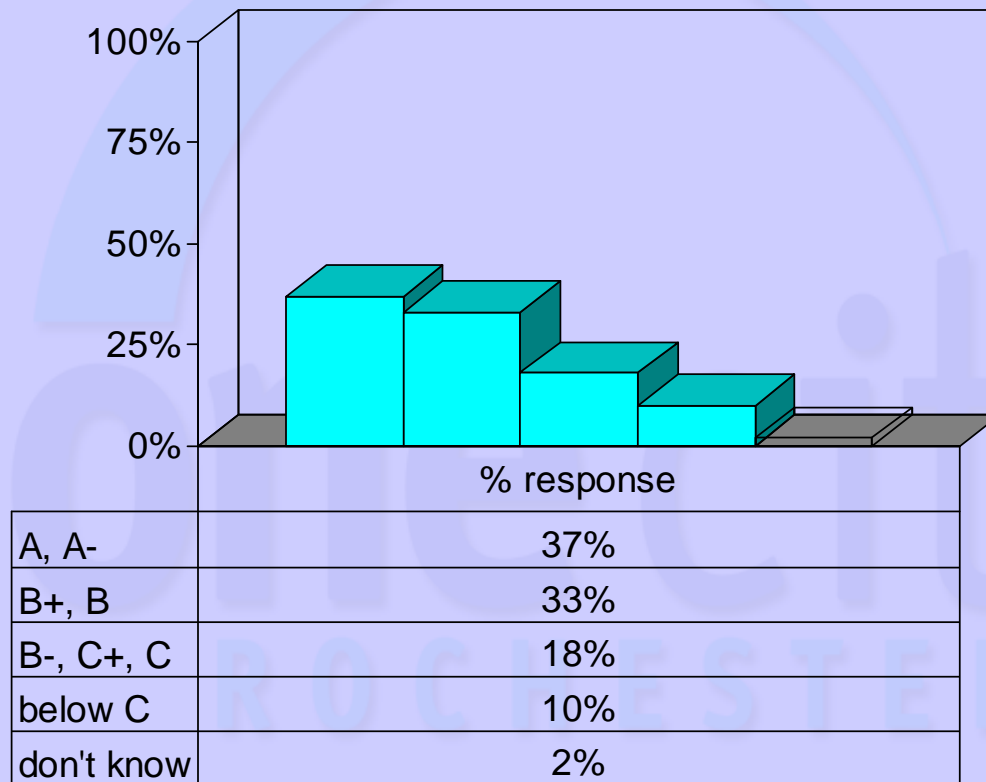
|   | % Yes |
|---|-------|
| [1] any of the City's shops & stores              | 82%   |
| [2] any of the City's restaurants or clubs        | 79%   |
| [3] any of Rochester's parks                      | 79%   |
| [4] Rochester's public market                     | 74%   |
| [5] any of Rochester's libraries                  | 62%   |
| [6] any of Rochester's festivals                  | 62%   |
| [7] any City events like fireworks or laser shows | 55%   |
| [8] any of Rochester's museums                    | 54%   |
| [9] any of Rochester's arts & cultural events     | 47%   |
| [10] any of Rochester's sports events             | 43%   |
| [11] any of the City's waterfront activities      | 31%   |



## Q27 l,m,n) Have you ever visited...?

|                               | % Yes |
|-------------------------------|-------|
| [1] Durand Eastman Beach      | 79%   |
| [2] Mount Hope Cemetery       | 62%   |
| [3] Hemlock or Canadice Lakes | 39%   |

**Q28. How well do you feel the City communicates in terms of making people aware of all the special events, festivals, and wide range of recreational offerings our City provides throughout the year?**

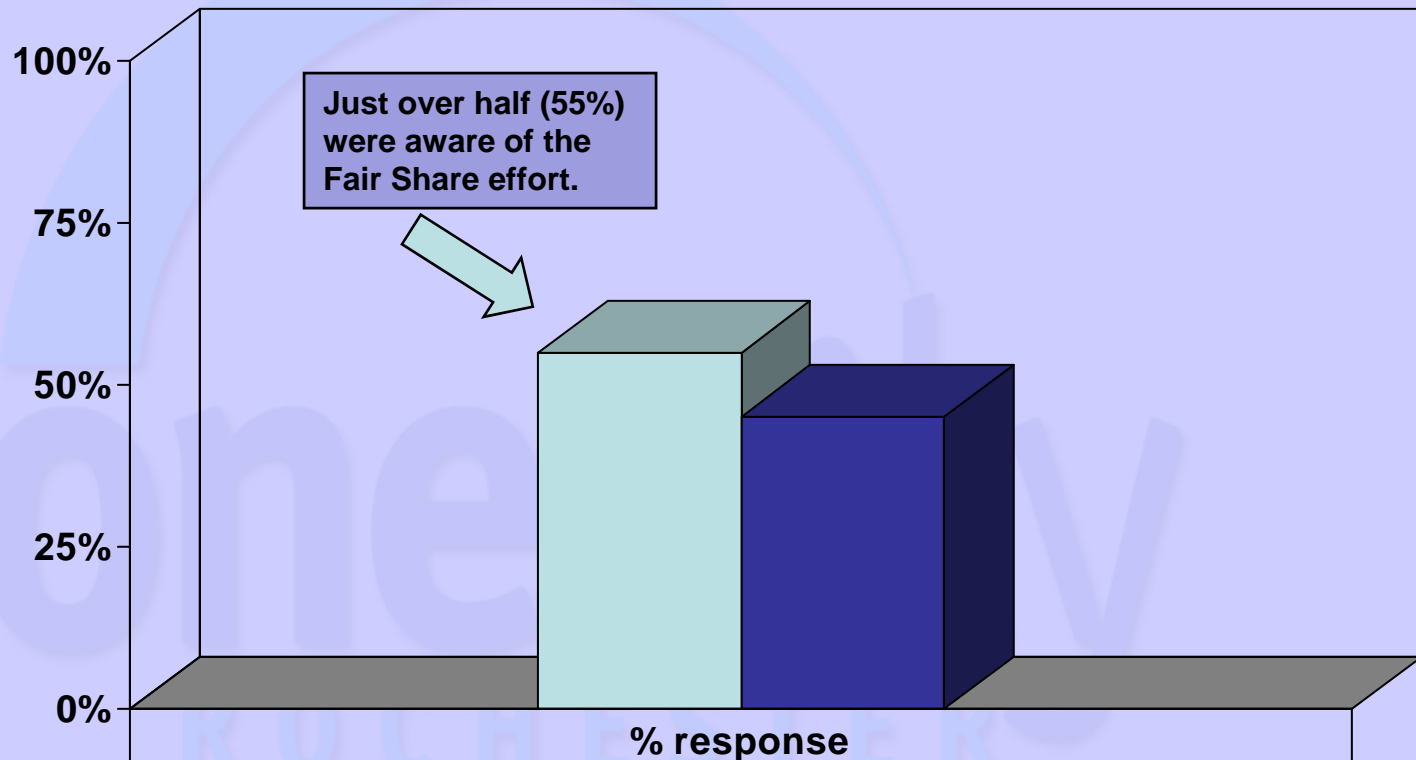


The mean average grade here was 7.06 (a solid B).

| A  | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
|----|----|----|---|----|----|---|----|----|---|---|
| 10 | 9  | 8  | 7 | 6  | 5  | 4 | 3  | 2  | 1 | 0 |



**Q29a) For decades, Rochester has received far less state aid per citizen than Buffalo or Syracuse. Getting our fair share from New York State could mean an additional \$35 million dollars for Rochester. As a result, the “Fair Share Coalition” was formed, to fight to get Rochester its fair share in state aid. Before today’s survey, were you aware of that effort?**

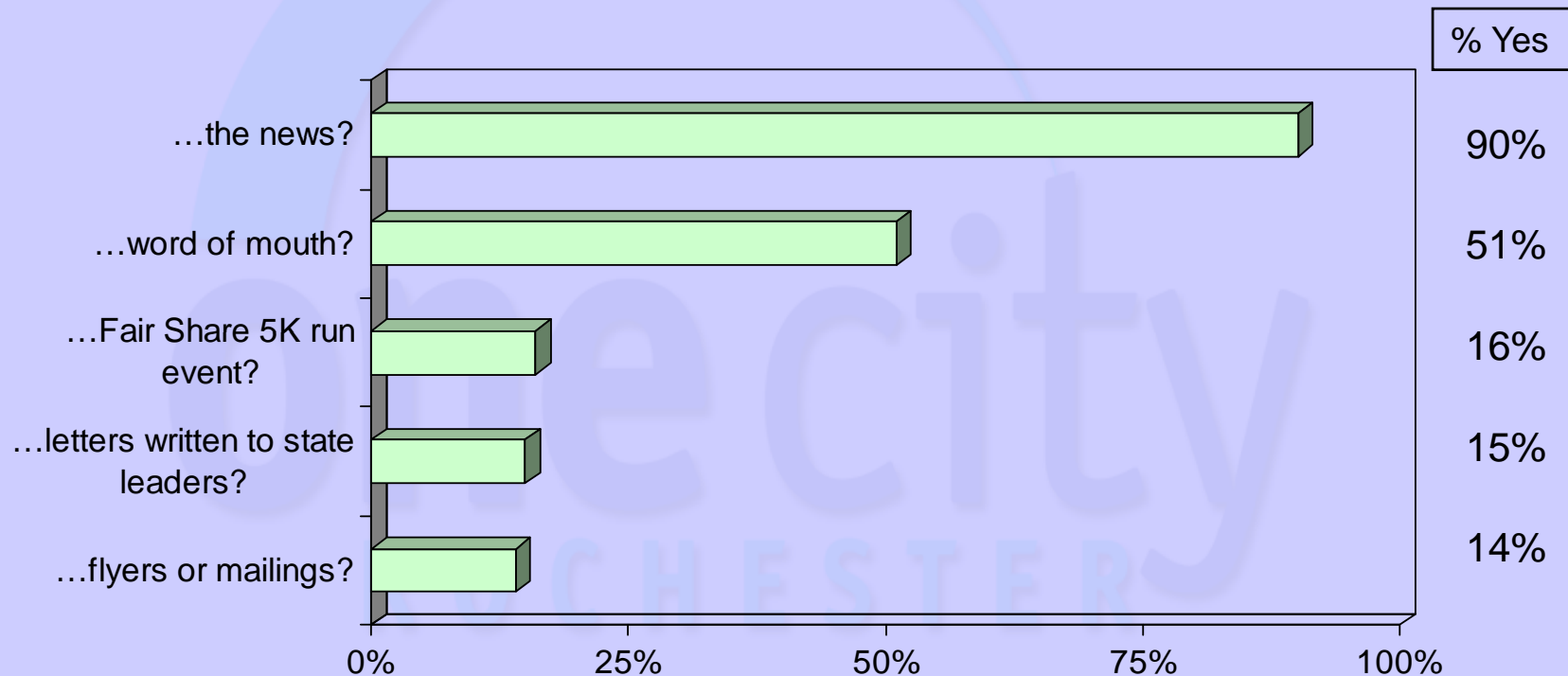


|   |     |
|---|-----|
| <input type="checkbox"/> yes, was aware   | 55% |
| <input type="checkbox"/> no, wasn't aware | 45% |



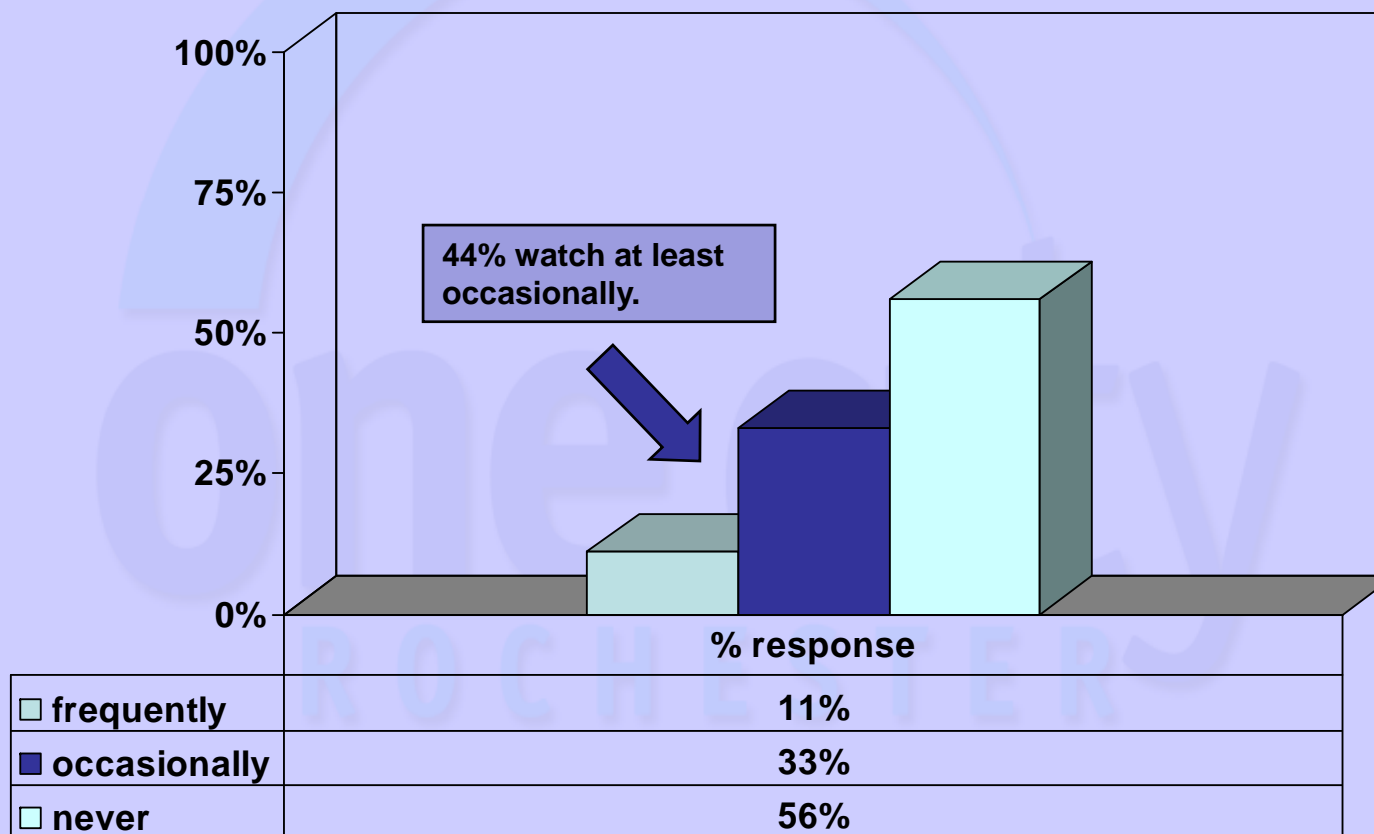
**Q29b) [ASKING THOSE WHO WERE AWARE  
OF THE FAIR SHARE EFFORT:]**

**Where did you hear about the Fair Share  
Coalition effort? Was it from...**



Q30a) [ALL RESPONDENTS RE-ENTERED THE INTERVIEW HERE:]

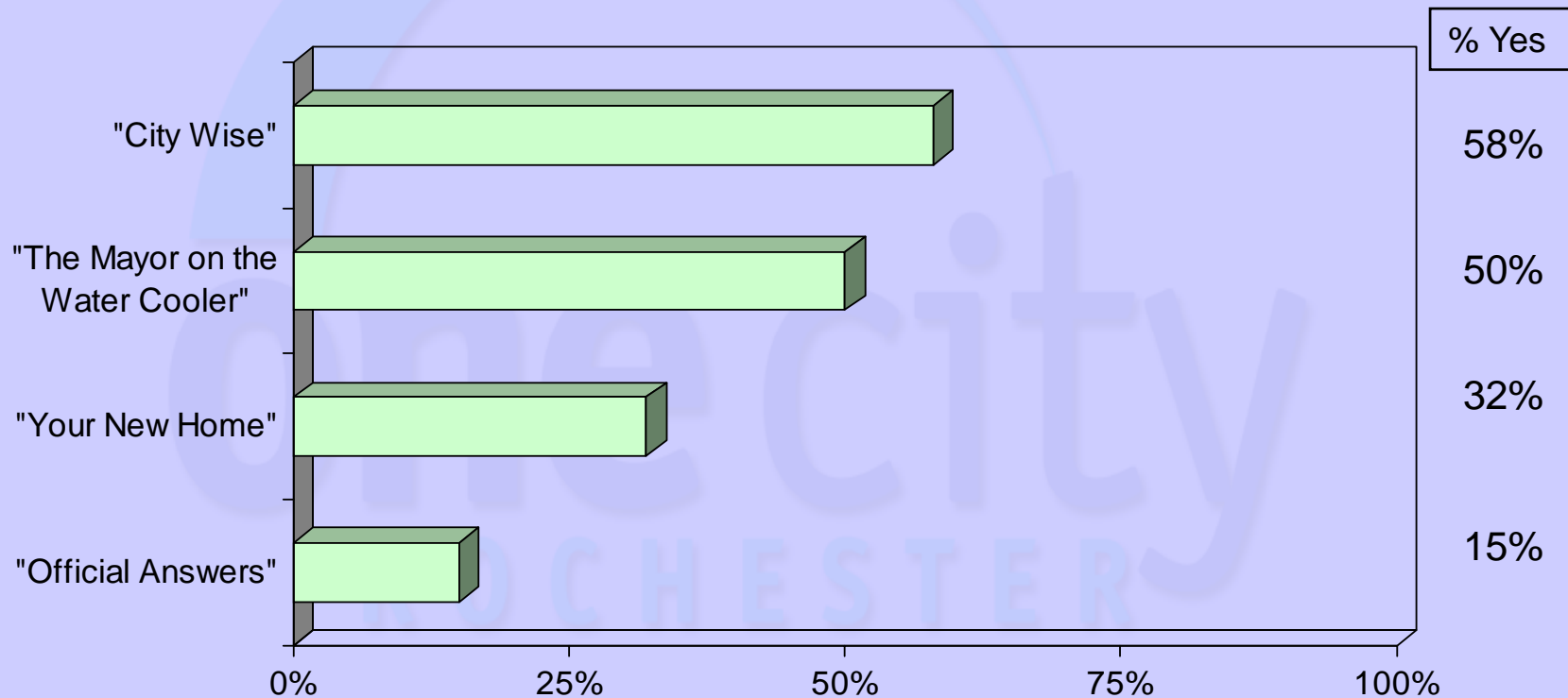
How often, if ever, do you watch “City 12” on Time Warner Cable?





**Q30b) [ASKING THOSE WHO WATCH CITY 12  
EITHER FREQUENTLY OR OCCASIONALLY:]**

**Before today's survey, which of these programs  
were you familiar with?**





**Q31.**

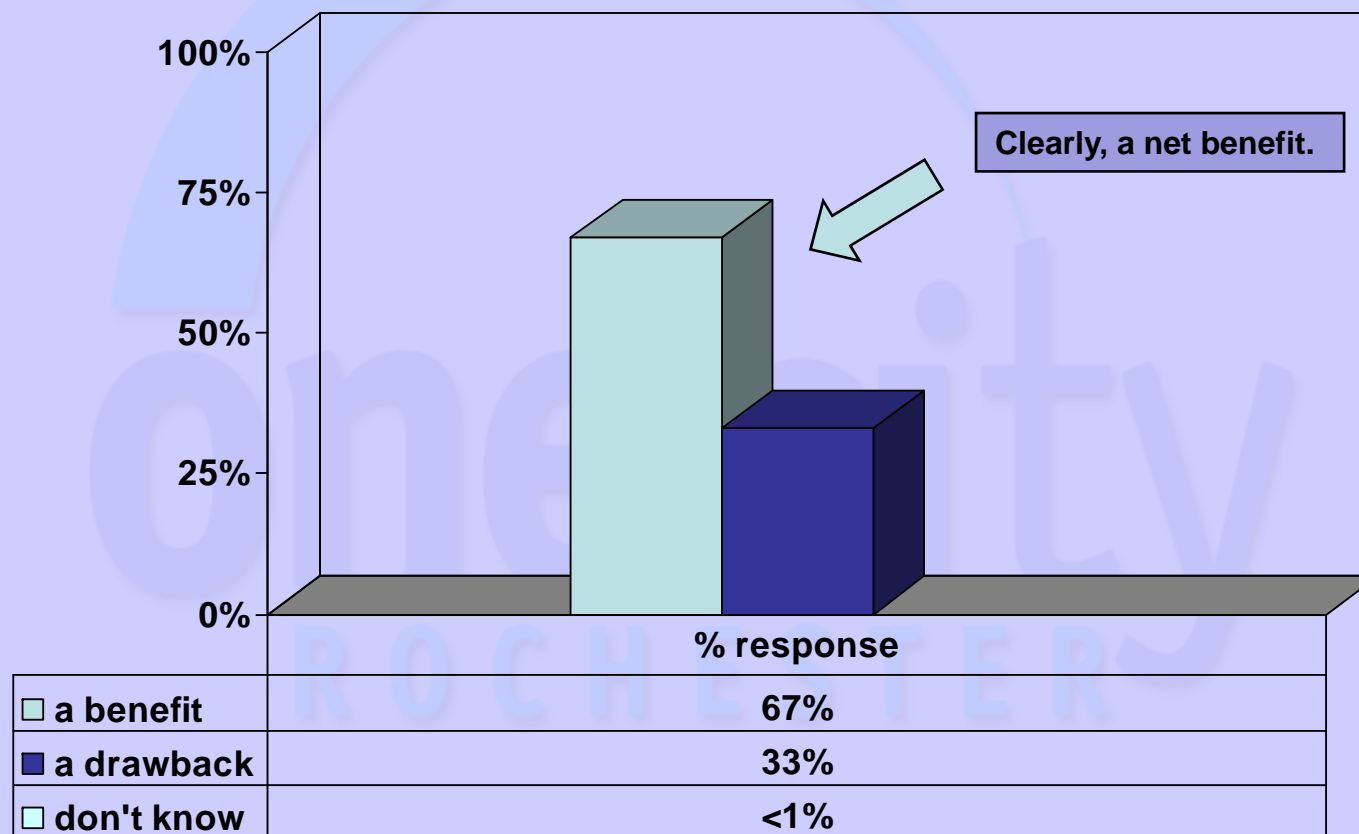
**[THIS NEXT QUESTION SERIES WAS ASKED OF  
CITY BUSINESS OWNERS ONLY:]**

**Is each of the following, on balance,  
a benefit or a drawback to  
doing business in the City of Rochester?**



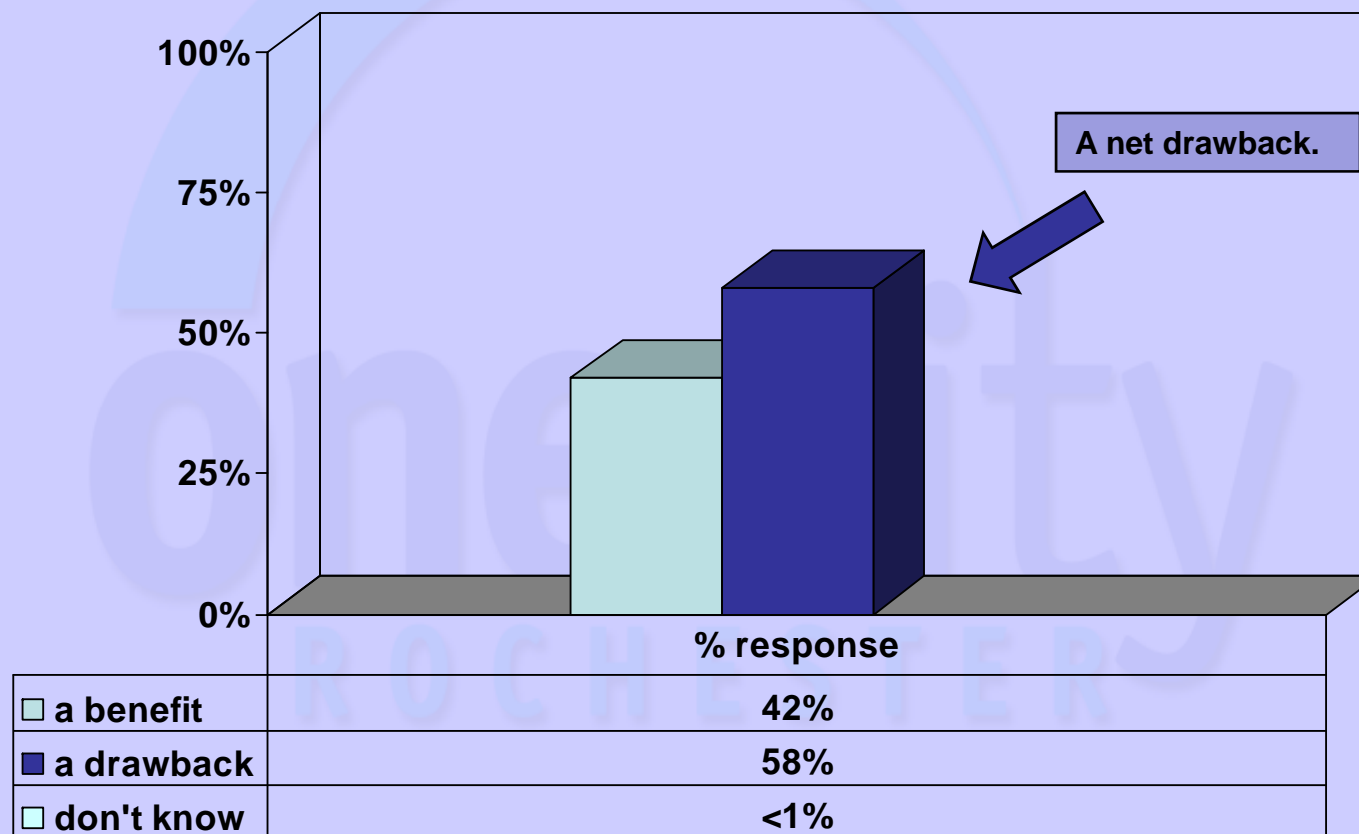


## Q31a) The cost of owning or renting space in the City?



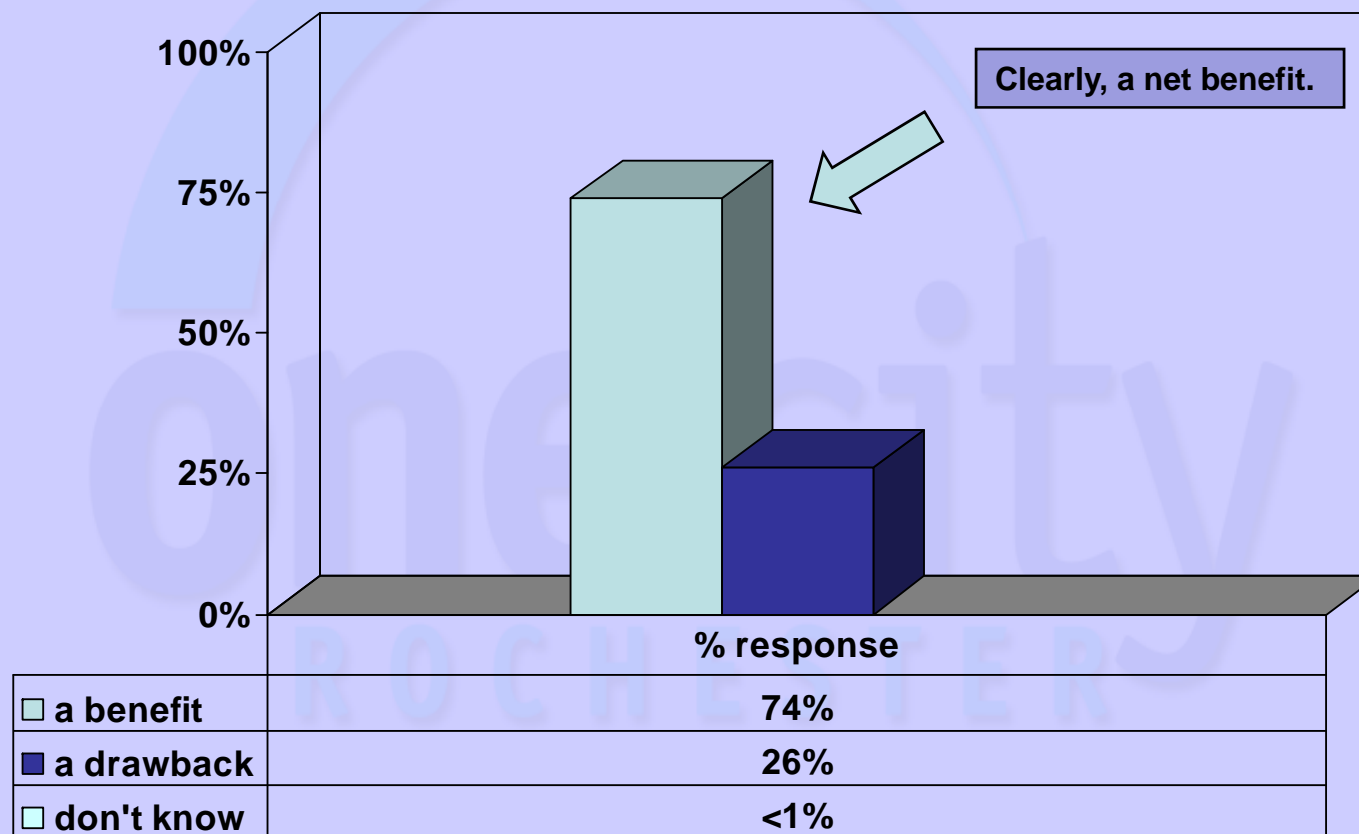


## Q31b) The cost and convenience of parking in the City?



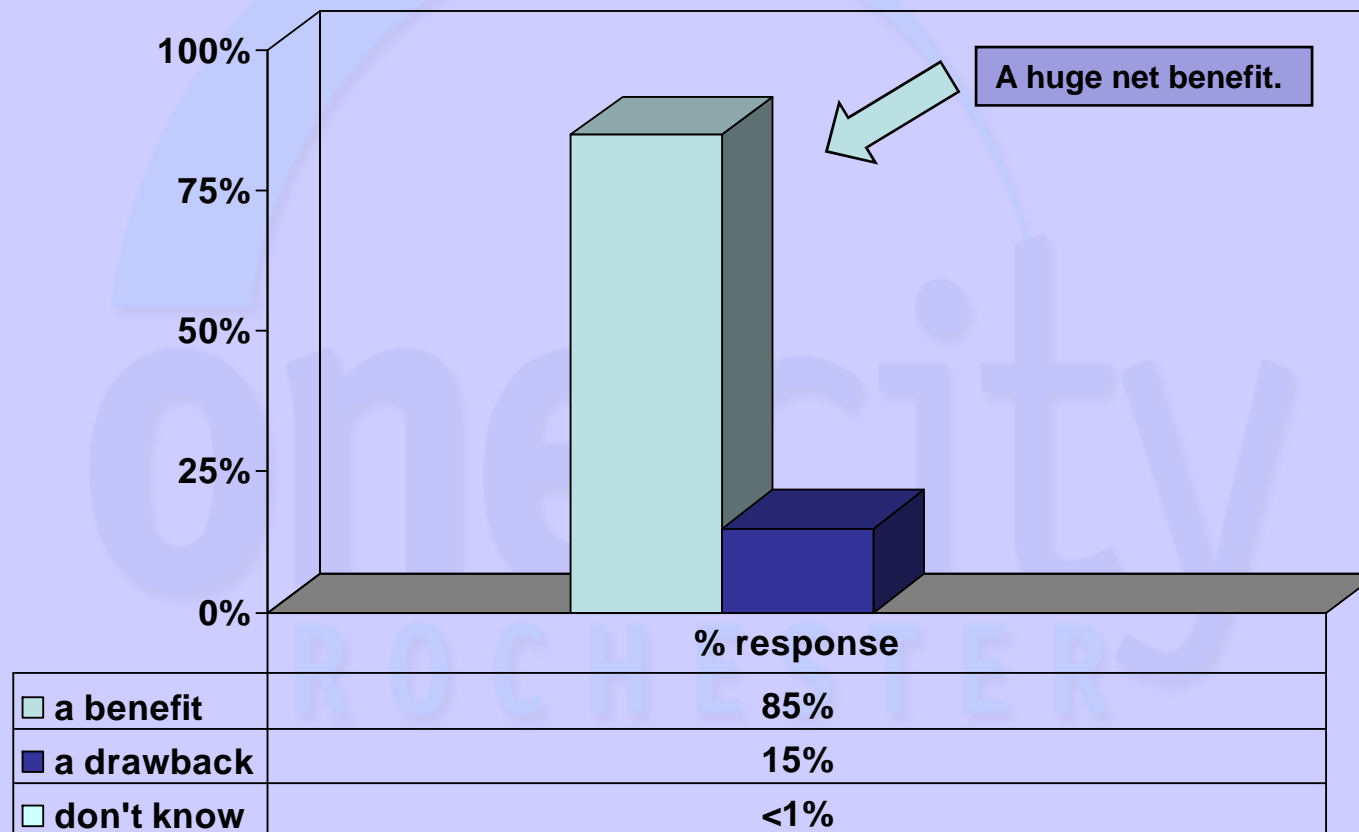


## Q31c) Our City's public transportation system?



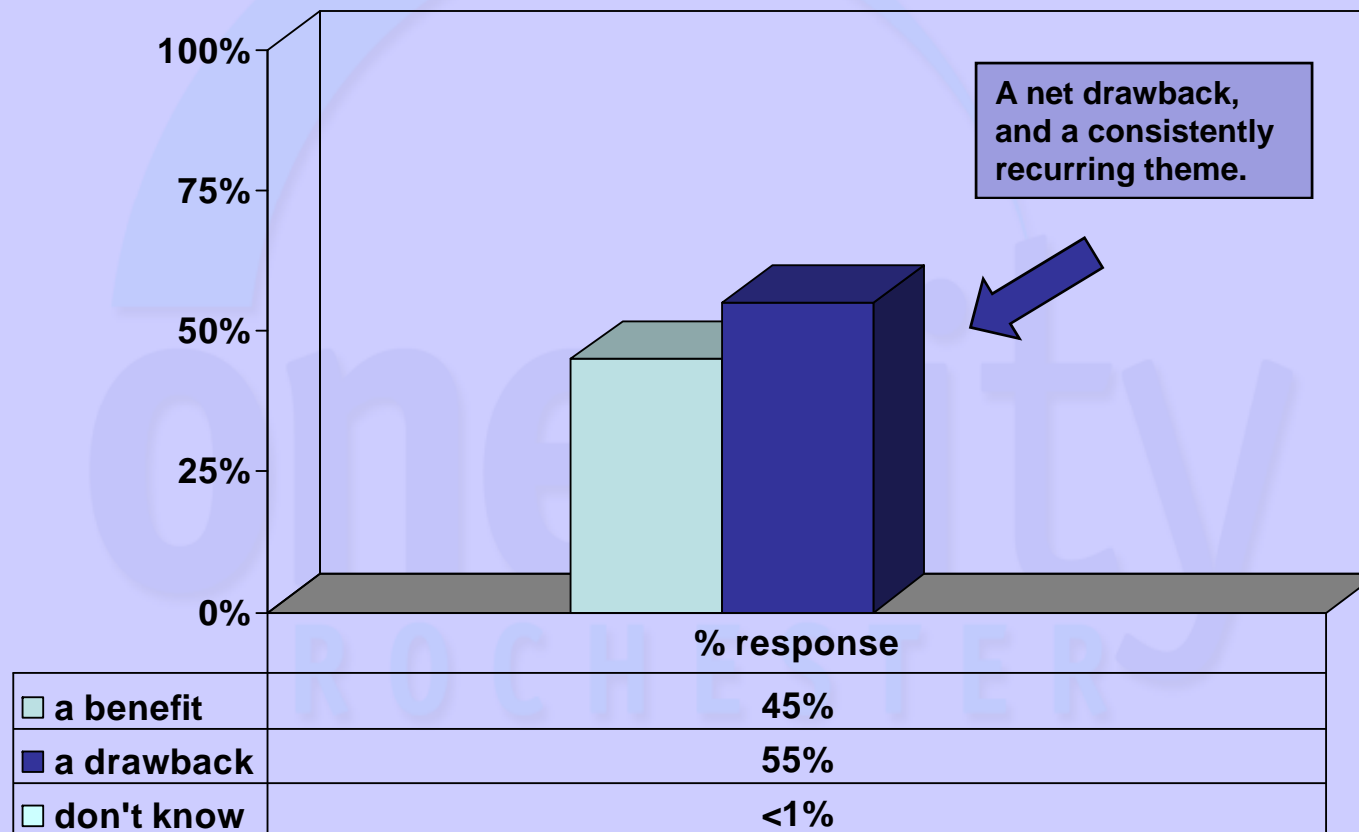


## Q31d) Our being a City without major traffic and serious rush hour issues?



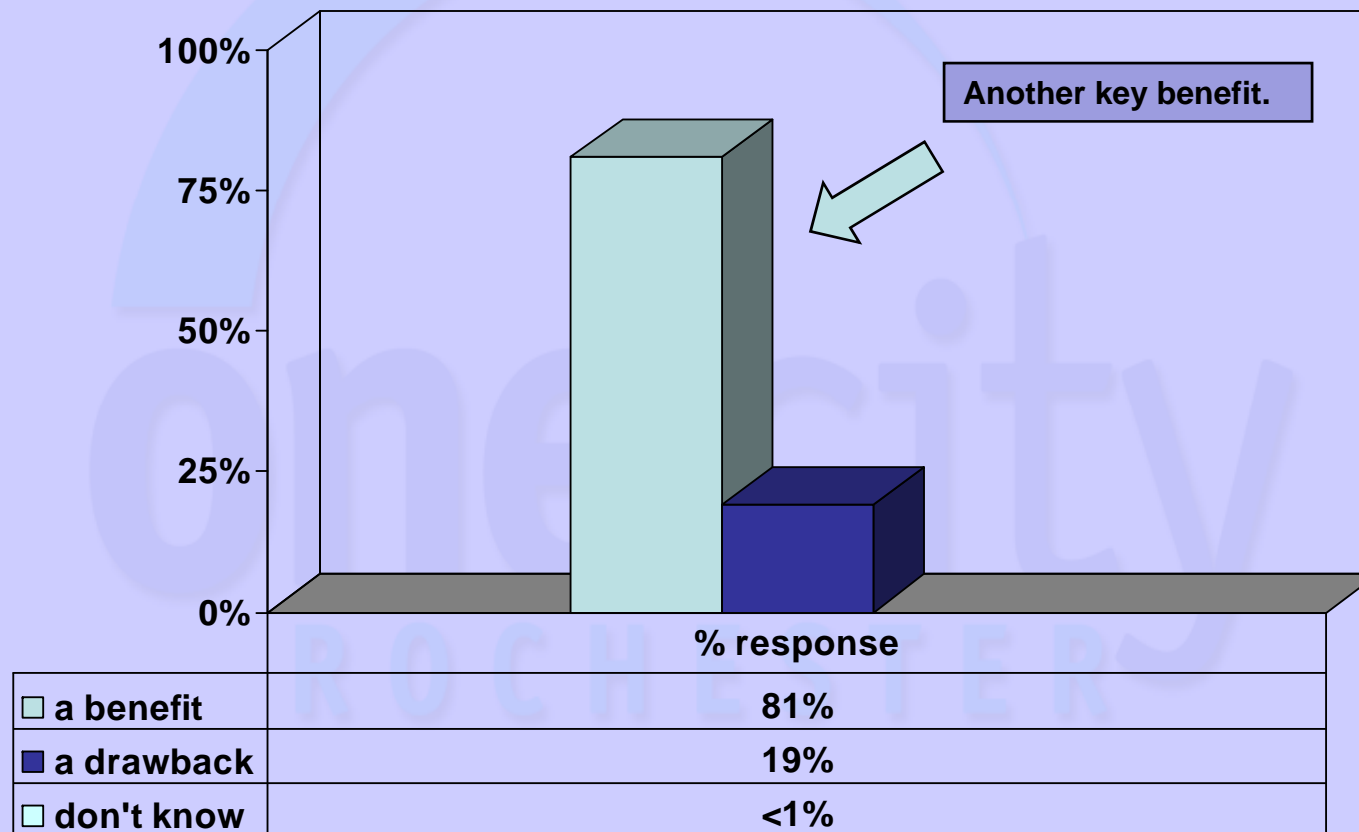


## Q31e) The safety of our City?



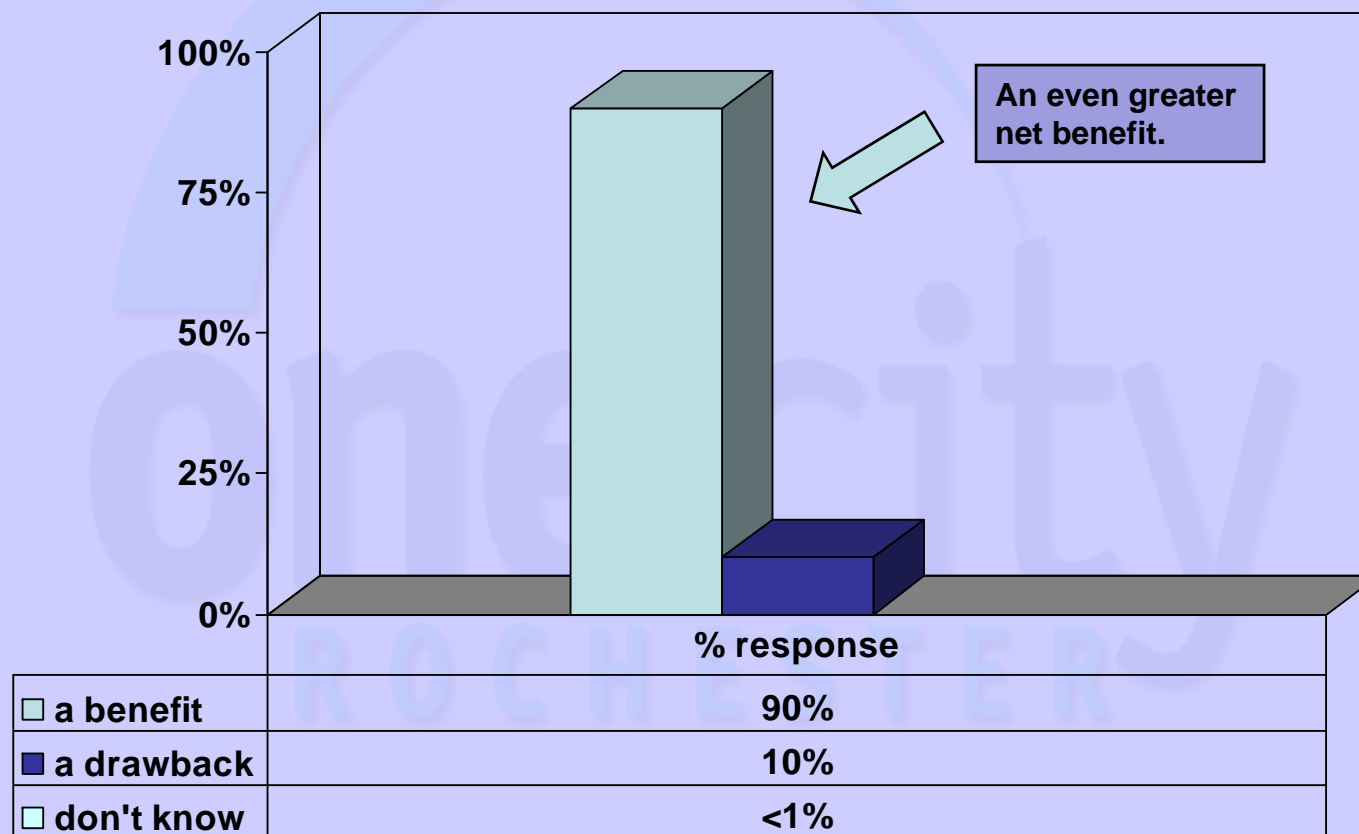


## Q31f) The availability of a skilled and talented workforce in our City?



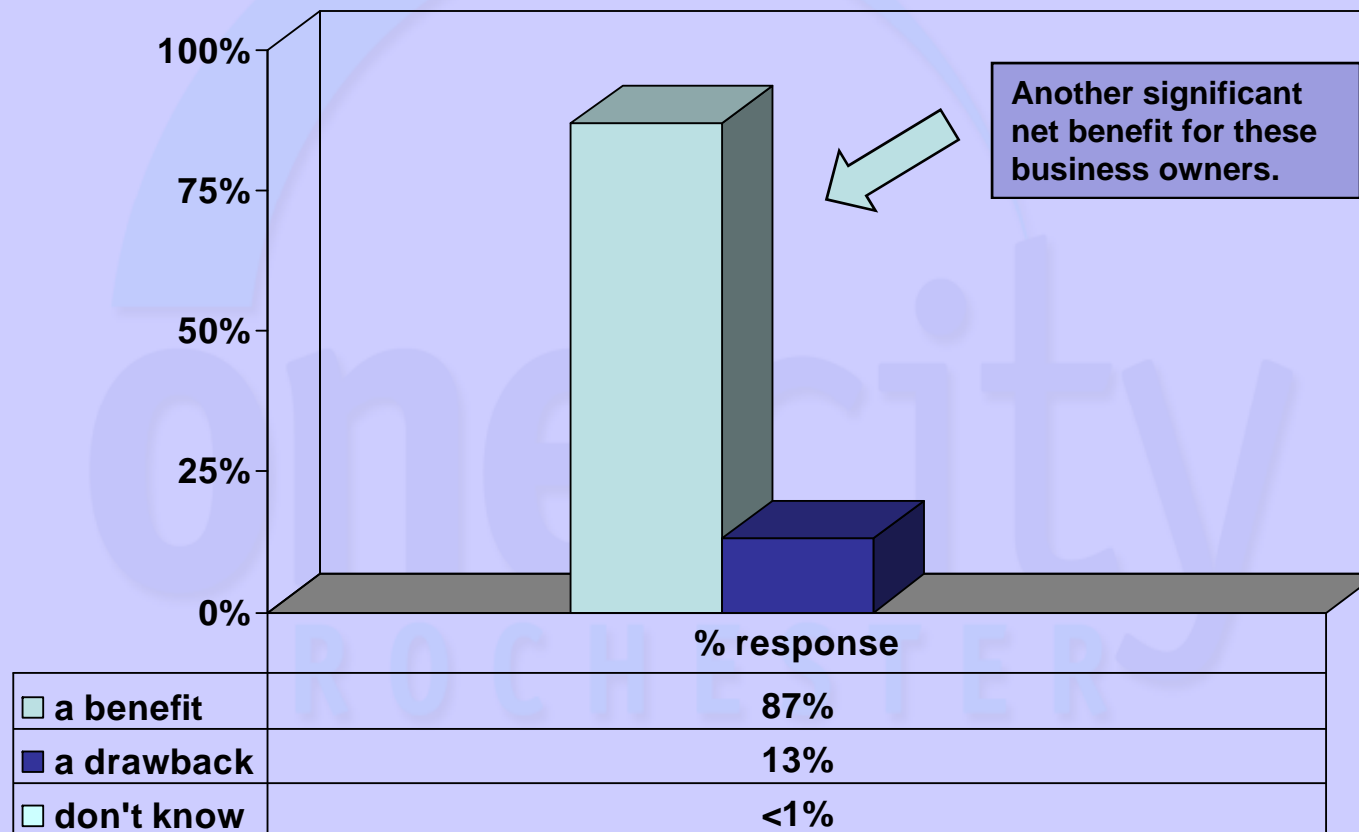


## Q31g) A City administration that values its businesses?





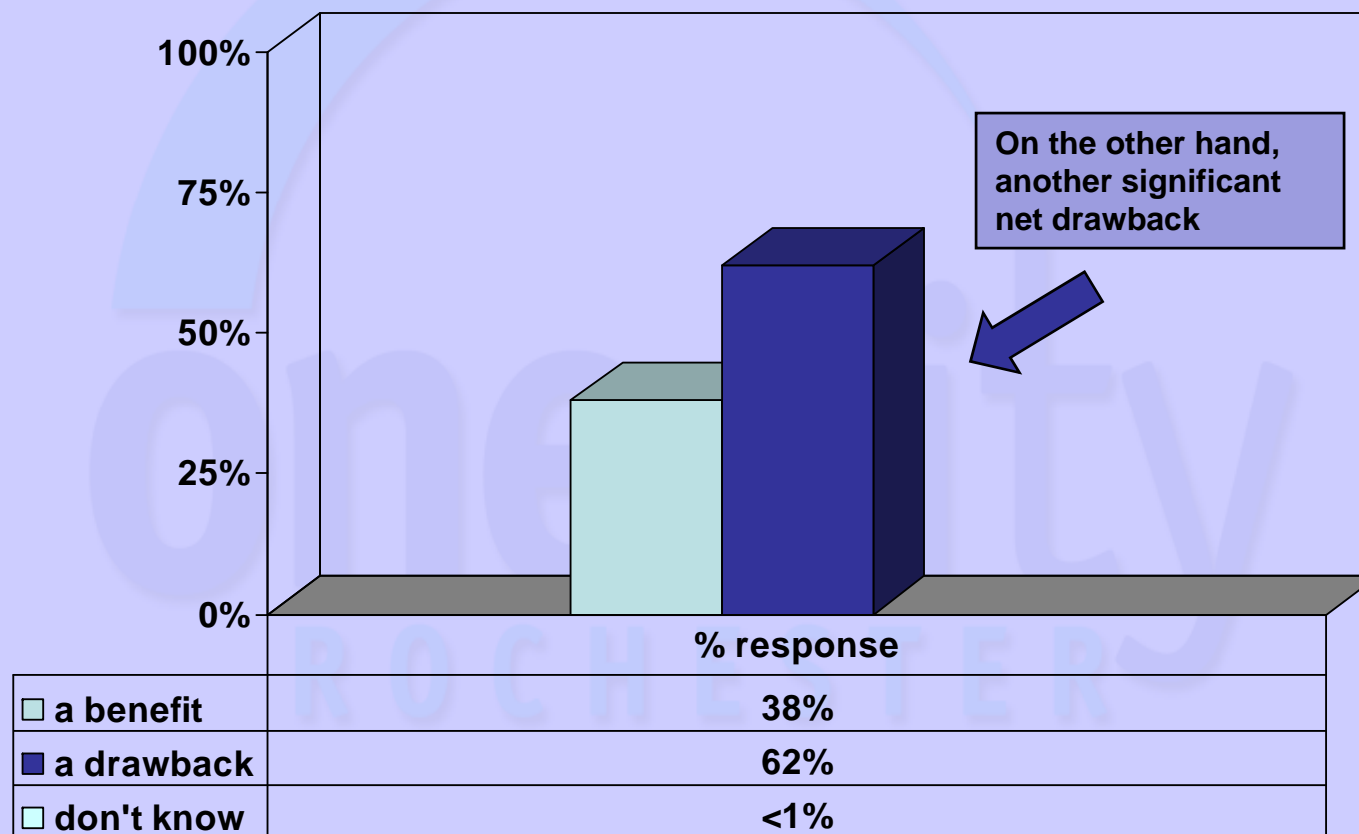
## Q31h) A quality of life that enables City businesses to attract and retain good employees?







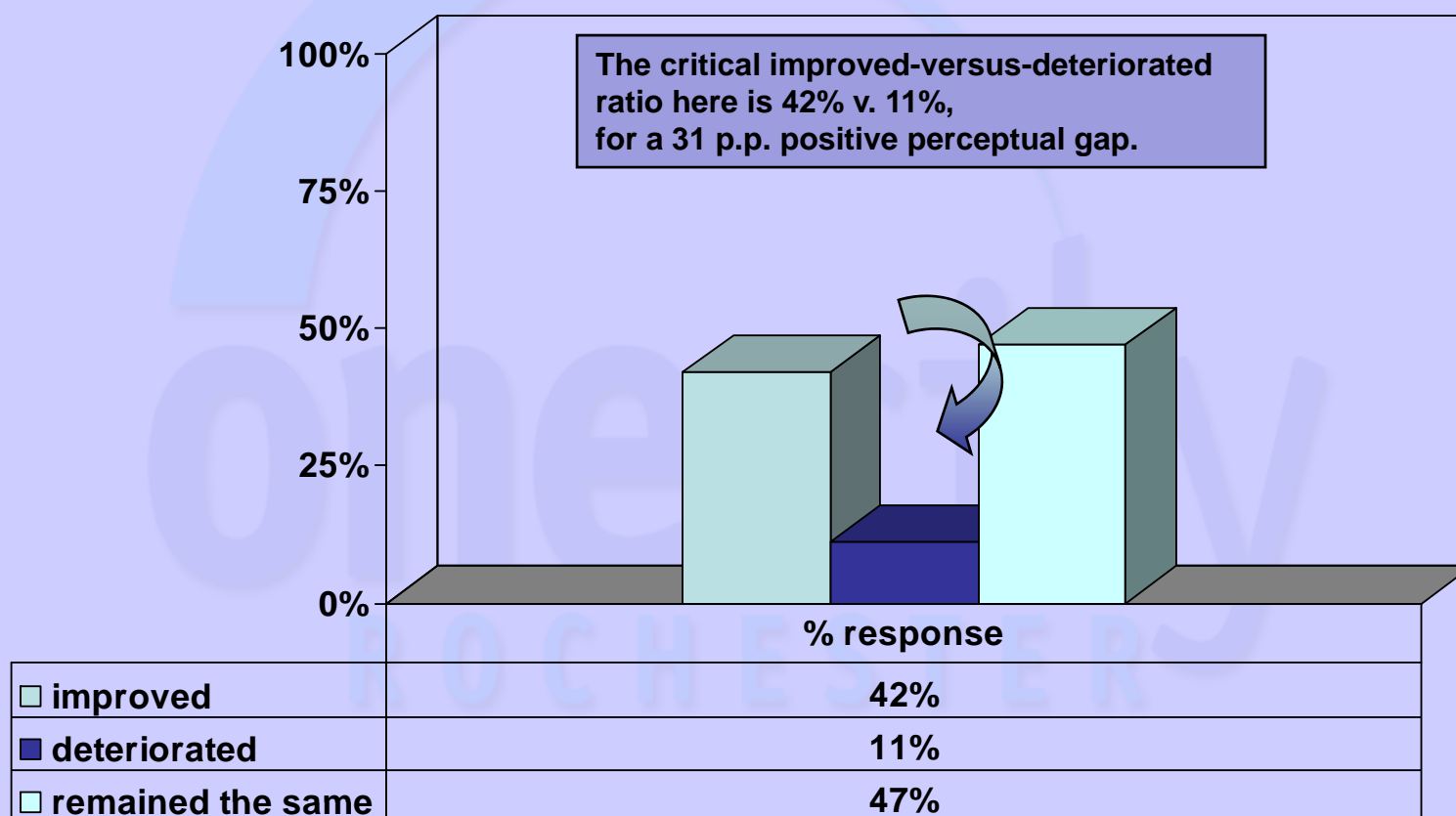
## Q31i) Taxes relative to doing business elsewhere?



### Q32. [STILL ASKING BUSINESS OWNERS ONLY:]



All things considered, since Mayor Duffy took charge, has the business climate in our City improved, deteriorated, or remained about the same?

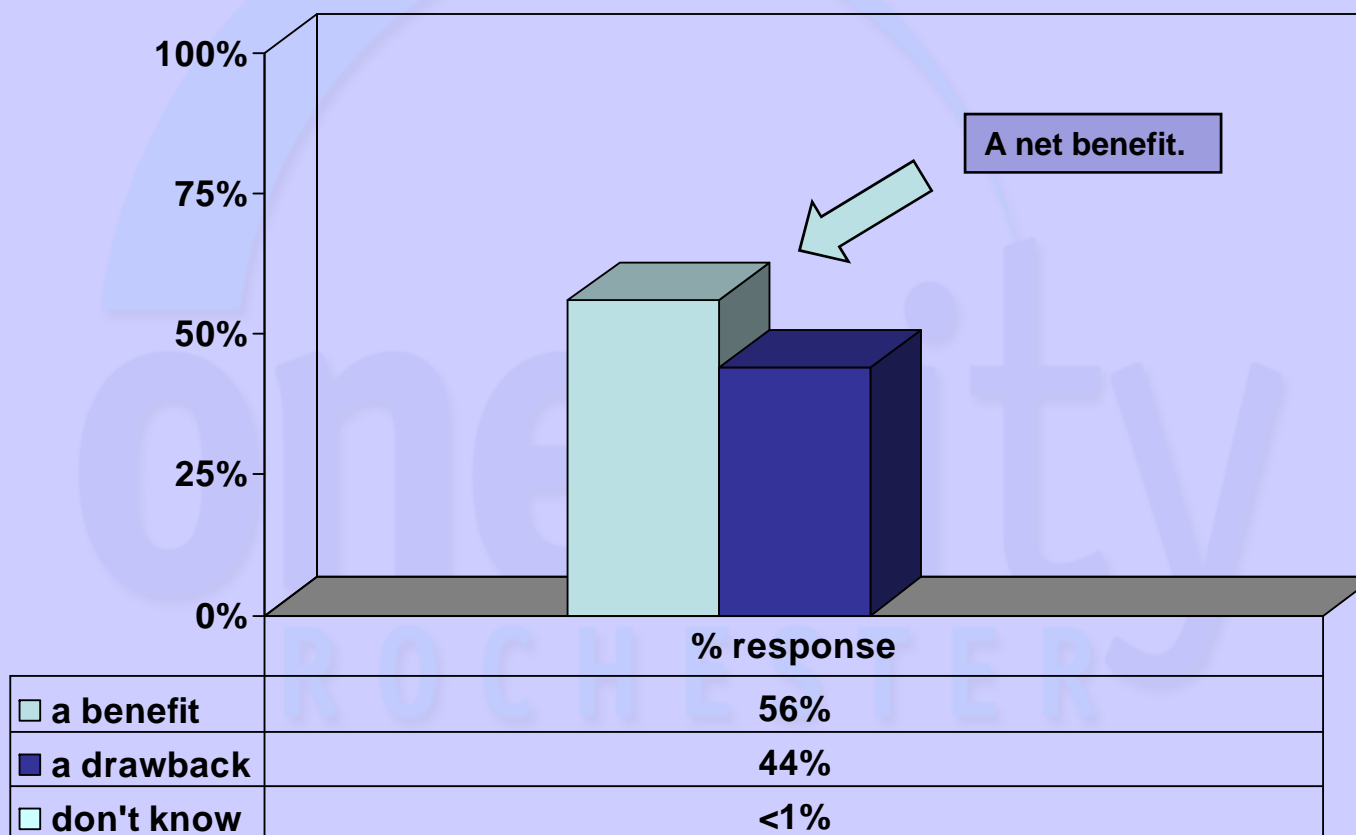


**Q33.**

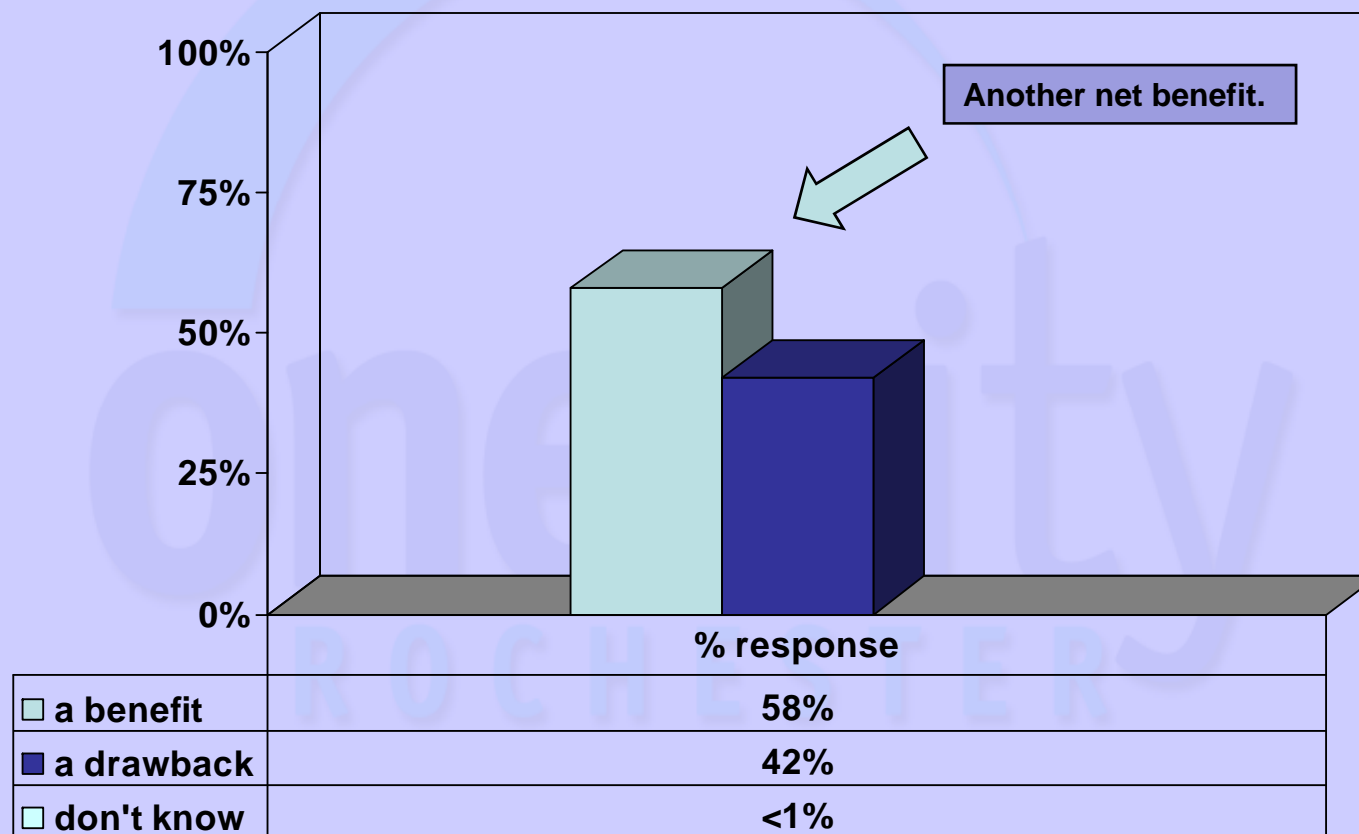
**[THIS NEXT QUESTION SERIES WAS ASKED OF  
CITY LANDLORDS ONLY:]**

**Is each of the following, on balance,  
a benefit or a drawback to  
owning rental property in the City of Rochester?**

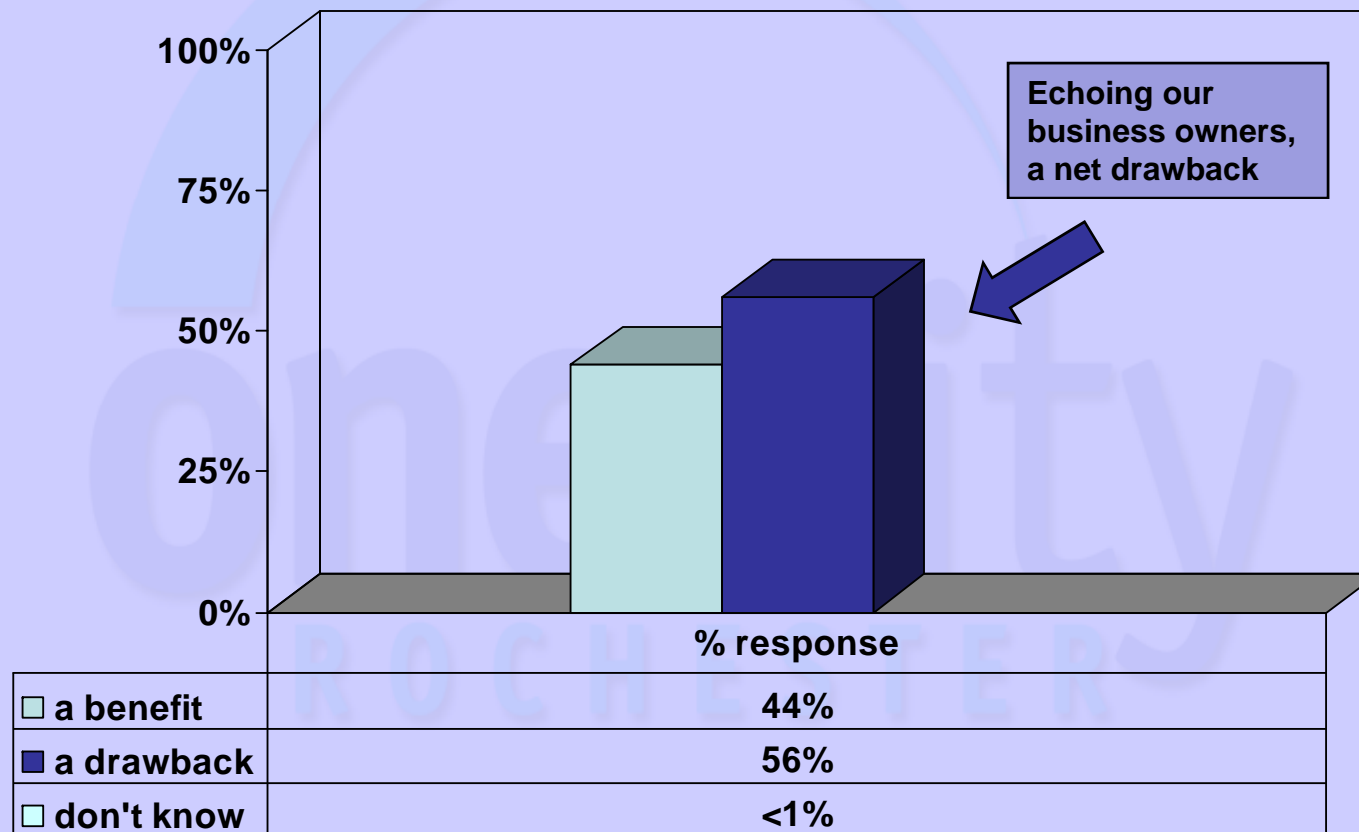
## Q33a) The cost of owning property in the City?



## Q33b) The rental rates for City property?

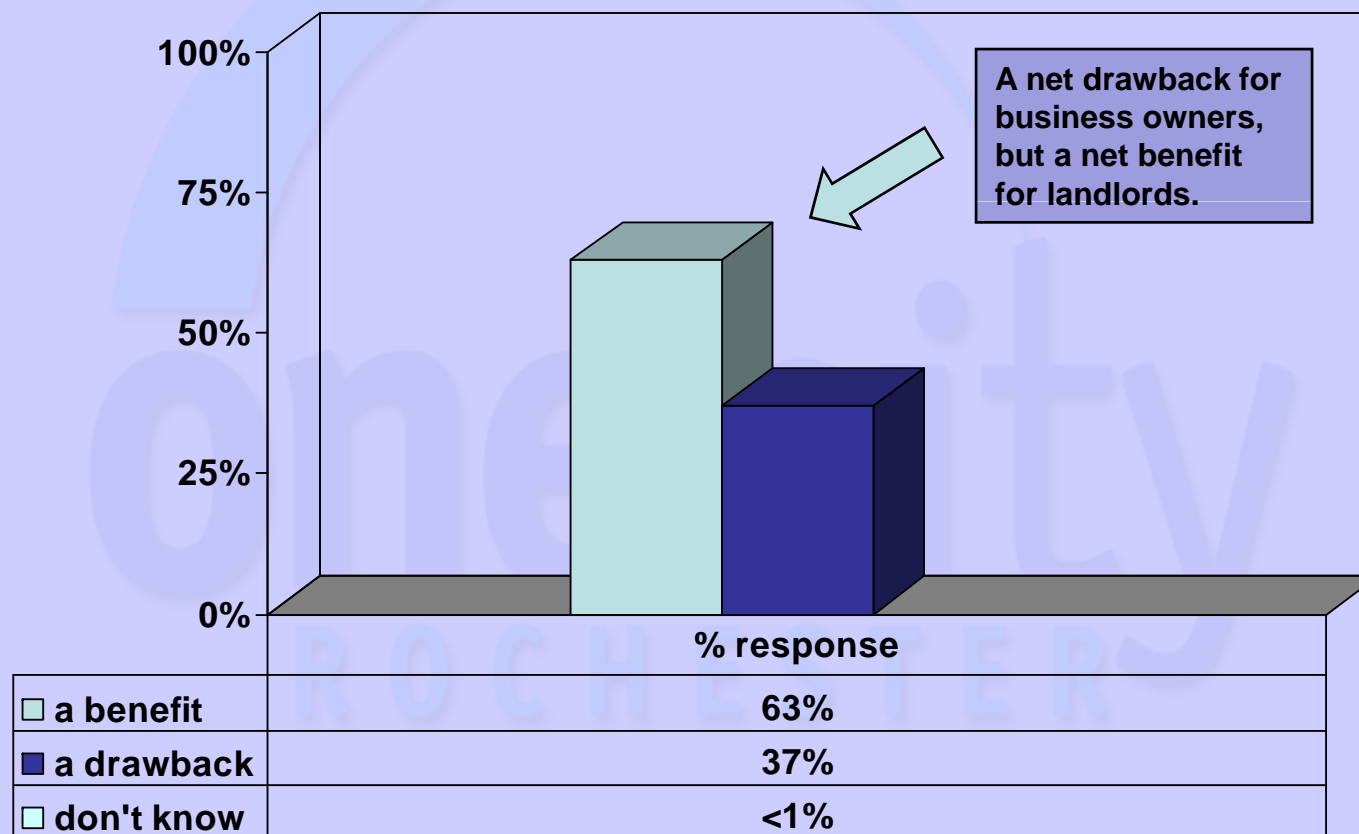


## Q33c) Taxes relative to owning property elsewhere?



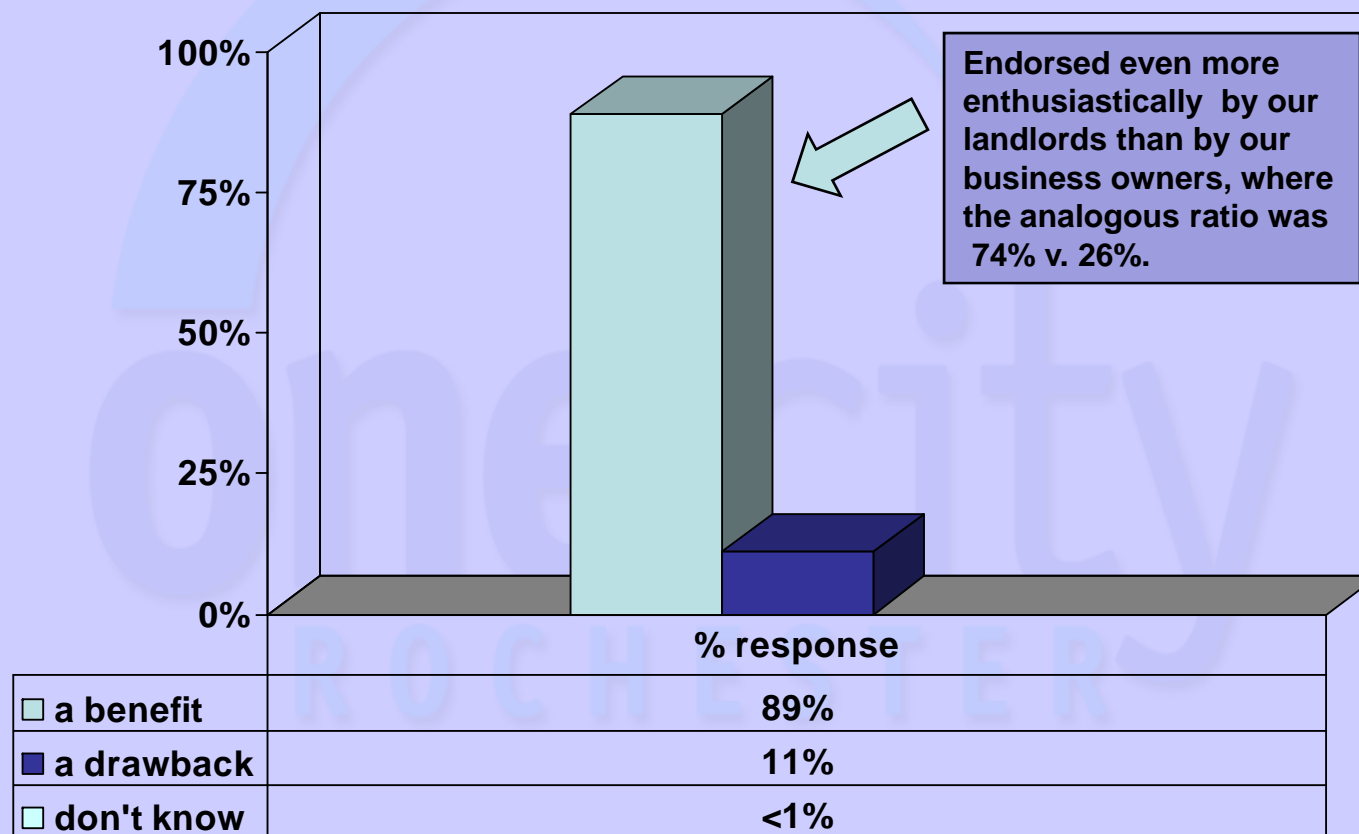


## Q33d) The cost and convenience of parking in the City?



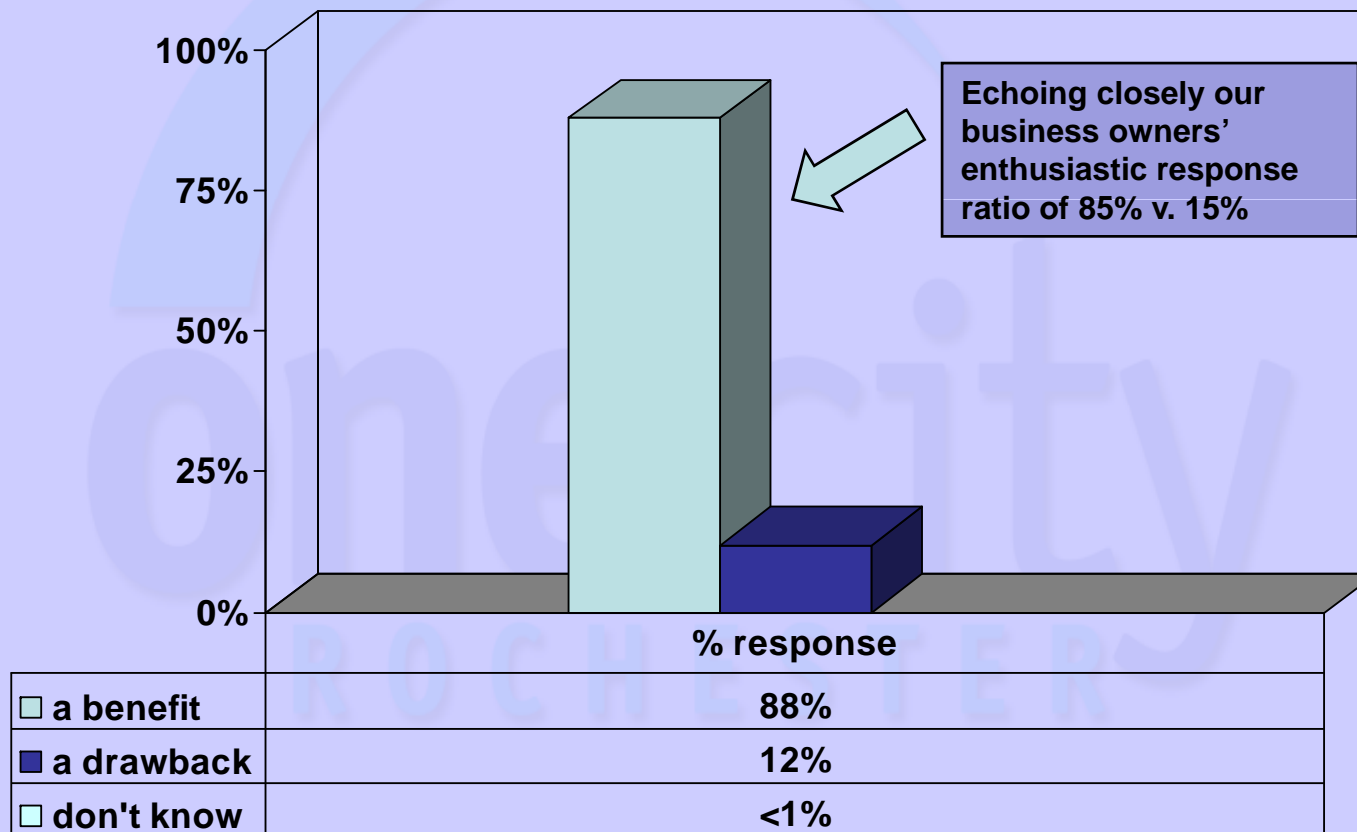


## Q33e) Our City's public transportation system?



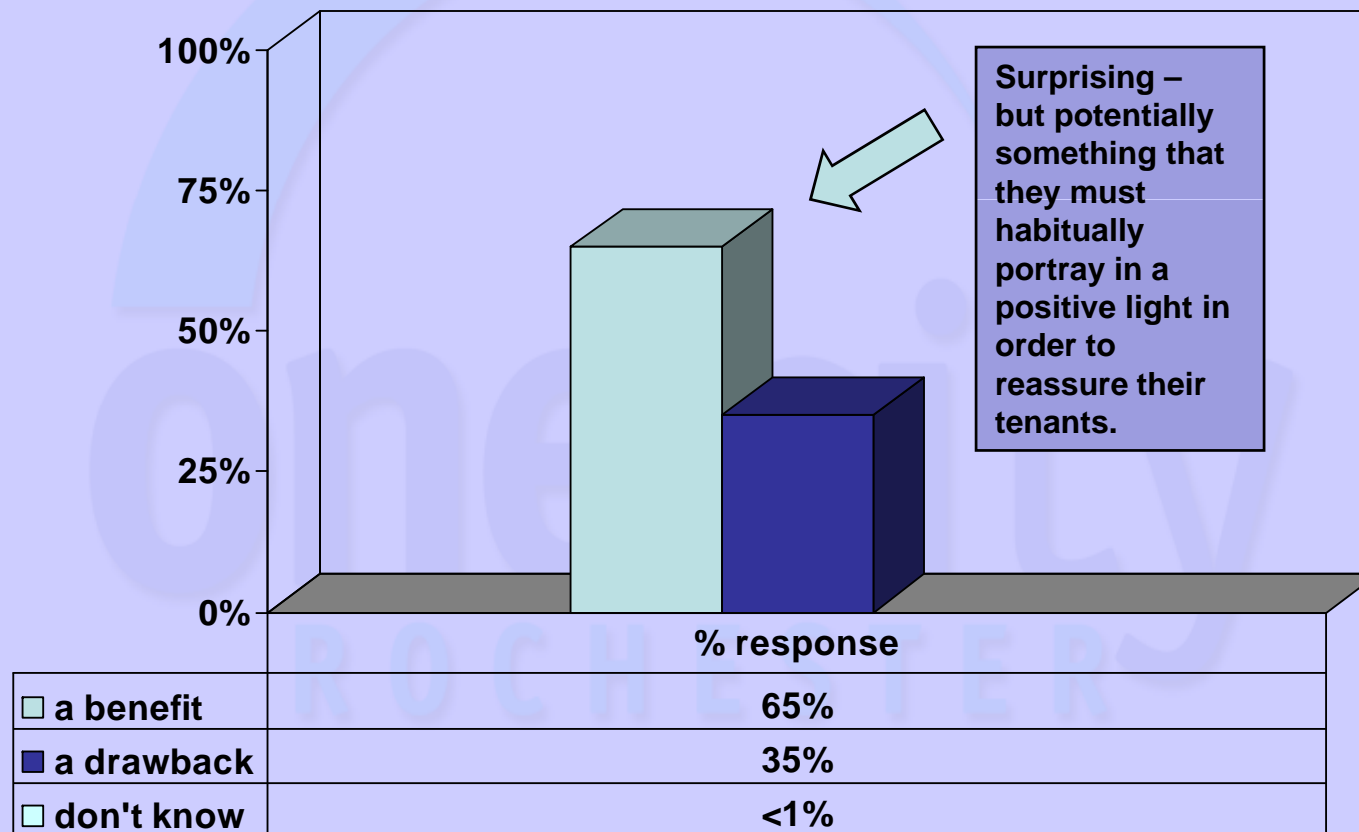


## Q33f) Our being a City without major traffic and serious rush hour issues?



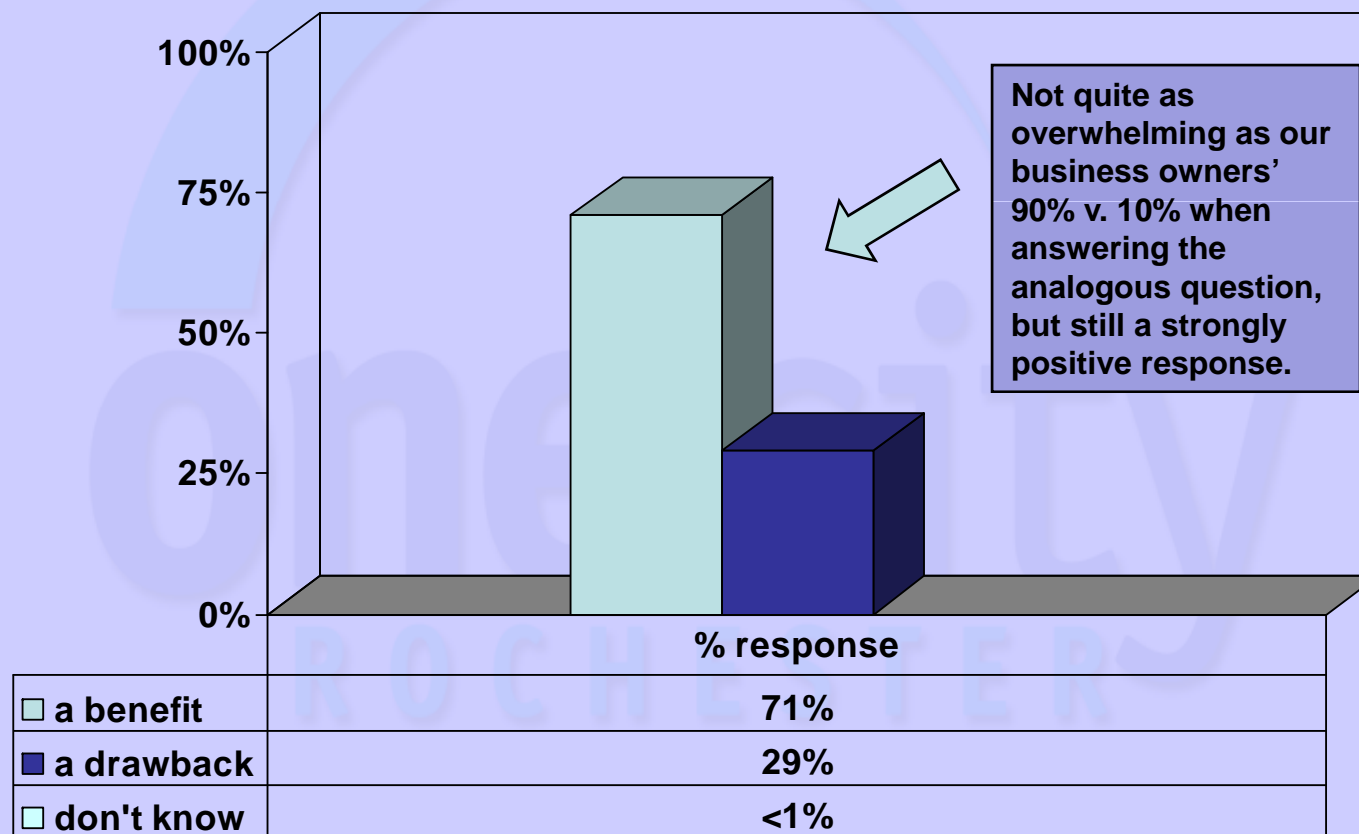


## Q33g) The safety of our City?

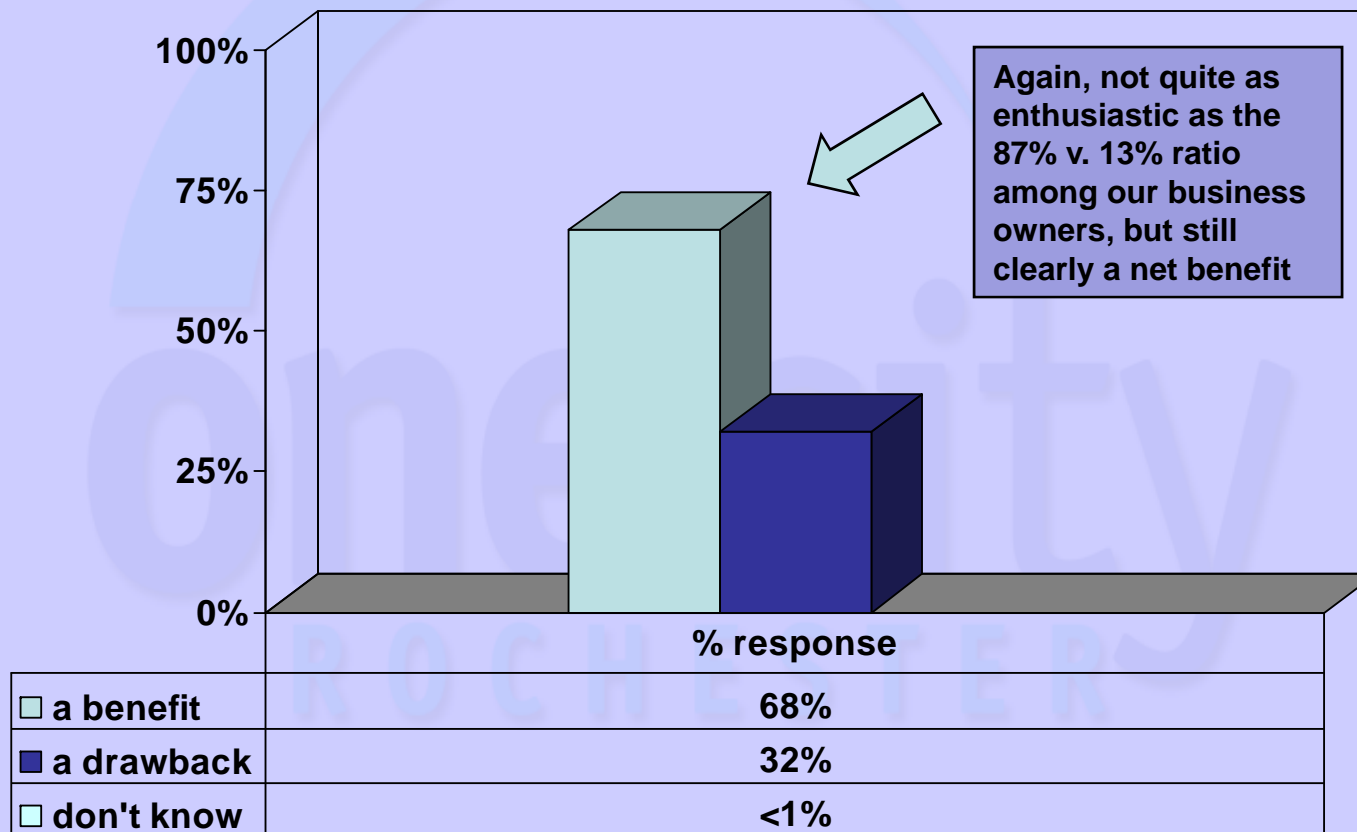




## Q33h) A City administration that values its landlords and property owners?

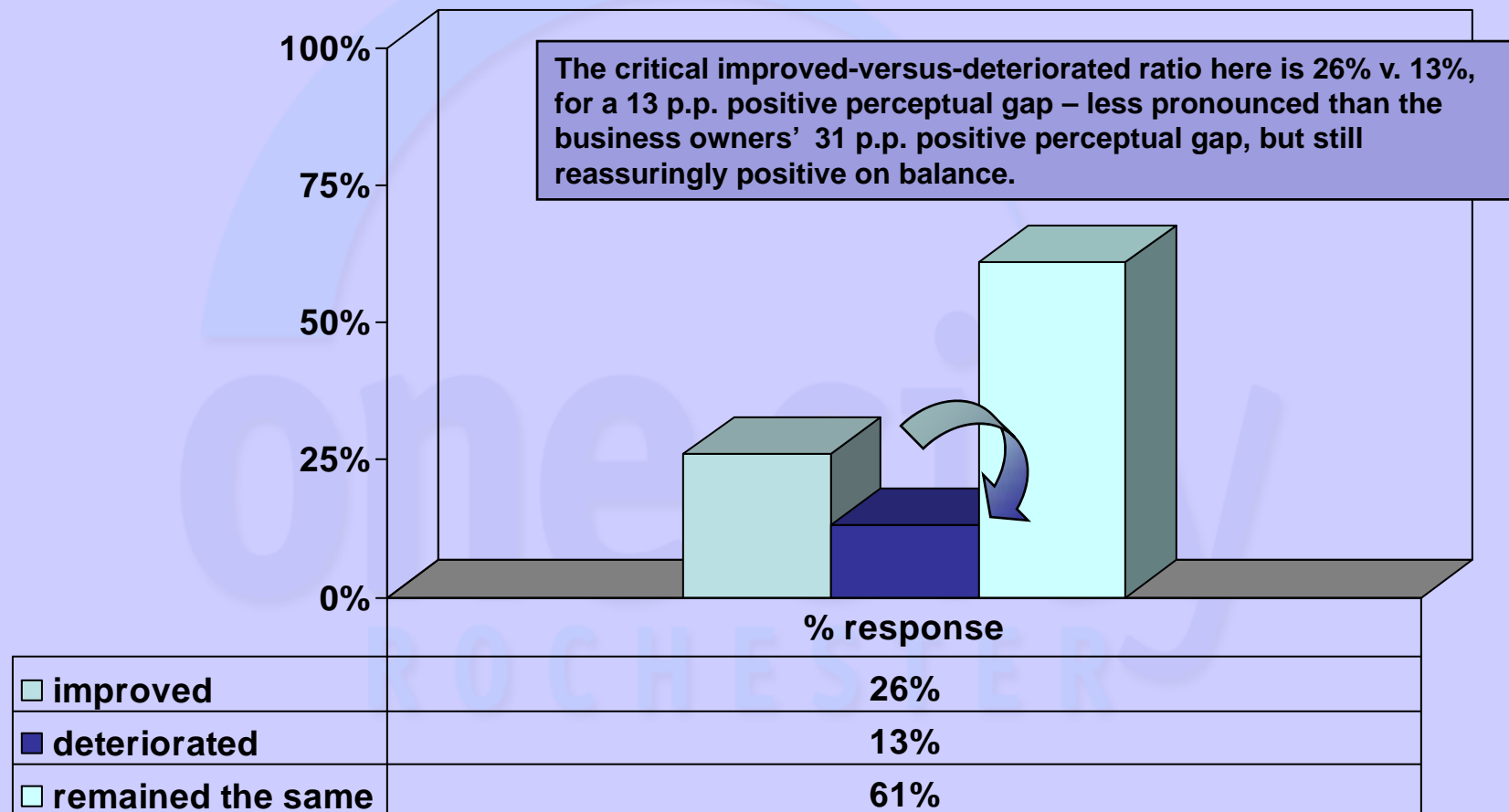


## Q33i) a quality of life that enables City landlords to attract and retain good tenants



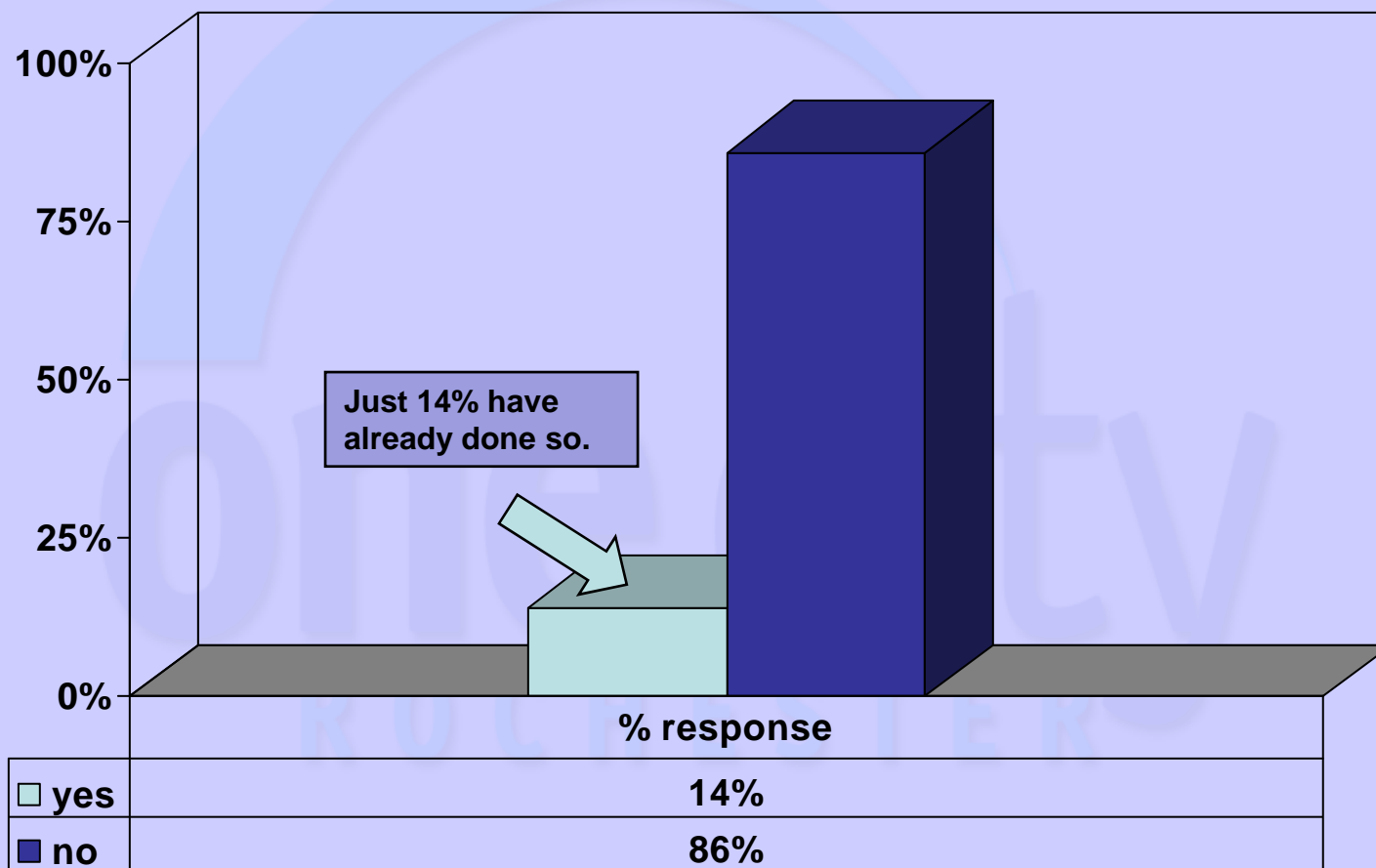
### Q34. [STILL ASKING LANDLORDS ONLY:]

All things considered, since Mayor Duffy took charge, has the real estate rental climate in our City improved, deteriorated, or remained about the same for landlords like you?



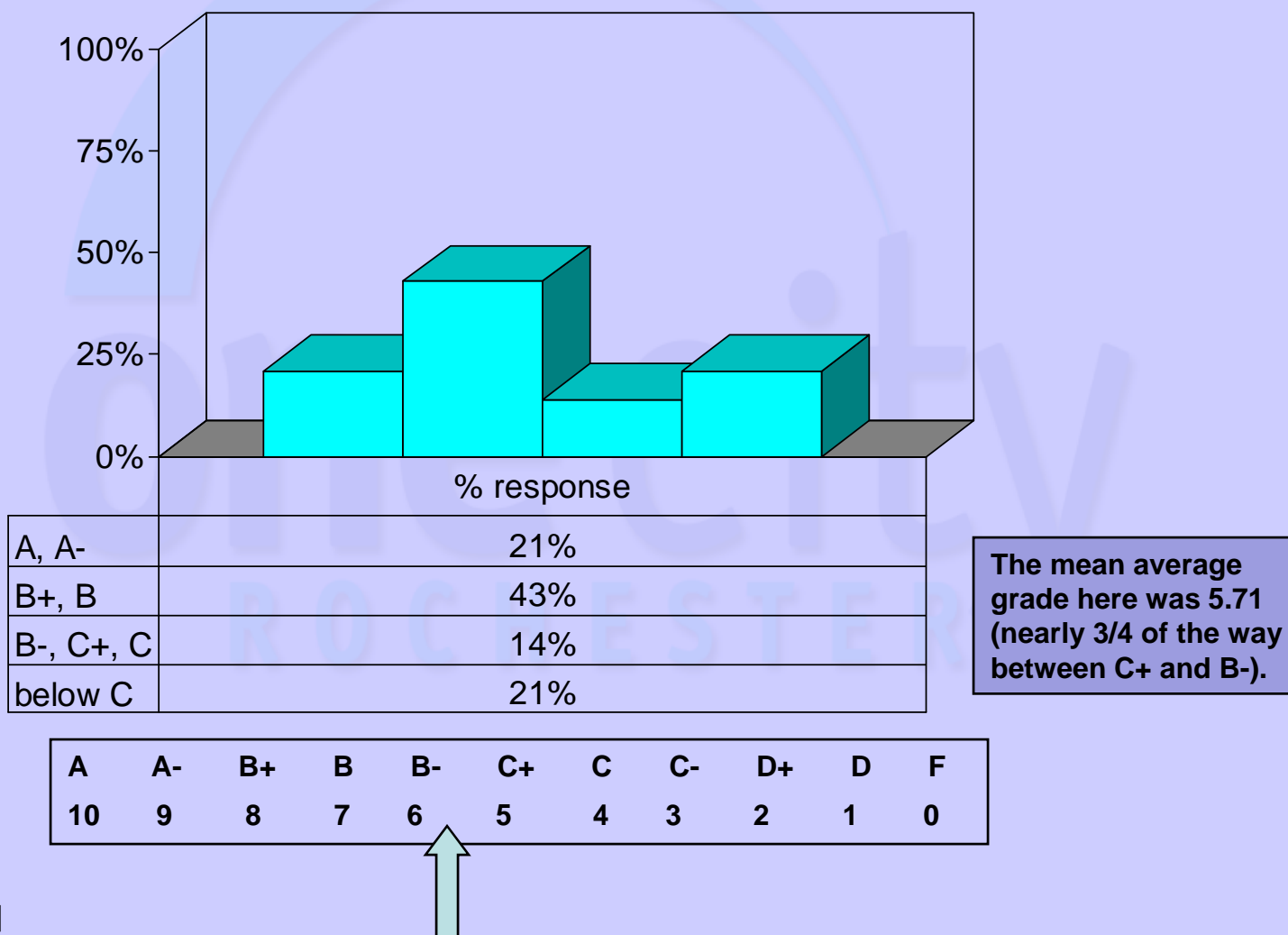
## Q35a) [STILL ASKING LANDLORDS ONLY:]

**Have you taken advantage of the City's lead abatement program?**



**Q35b) [ASKING THOSE WHO HAD ALREADY TAKEN ADVANTAGE  
OF THE CITY'S LEAD ABATEMENT PROGRAM:]**

**What A-f grade would you give to that program so far?**



[N=14 of 646]



**Q36.**

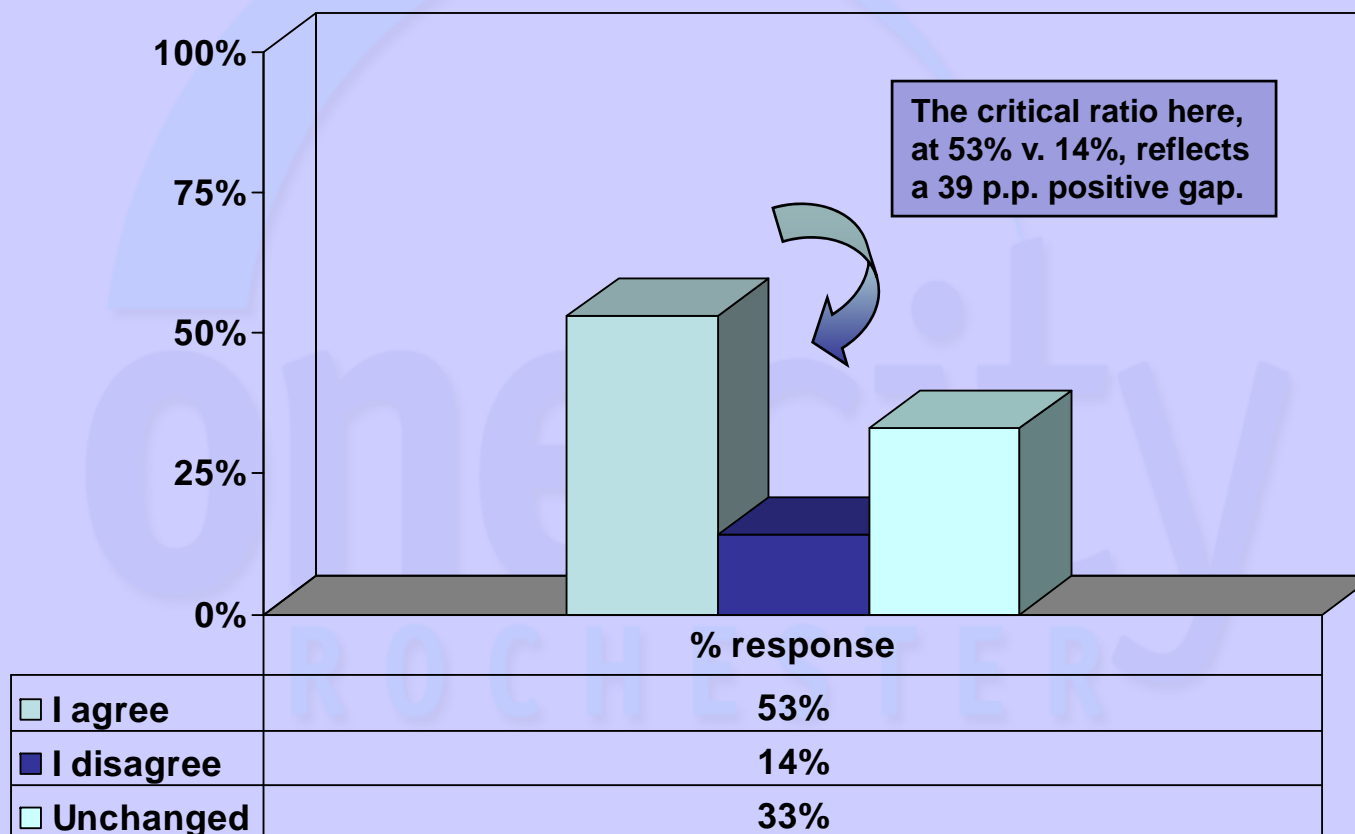
**On balance, do you agree or disagree  
with each of the following statements?**





Q36a) [ASKING ONLY CITY RESIDENTS & BUSINESS OWNERS:]

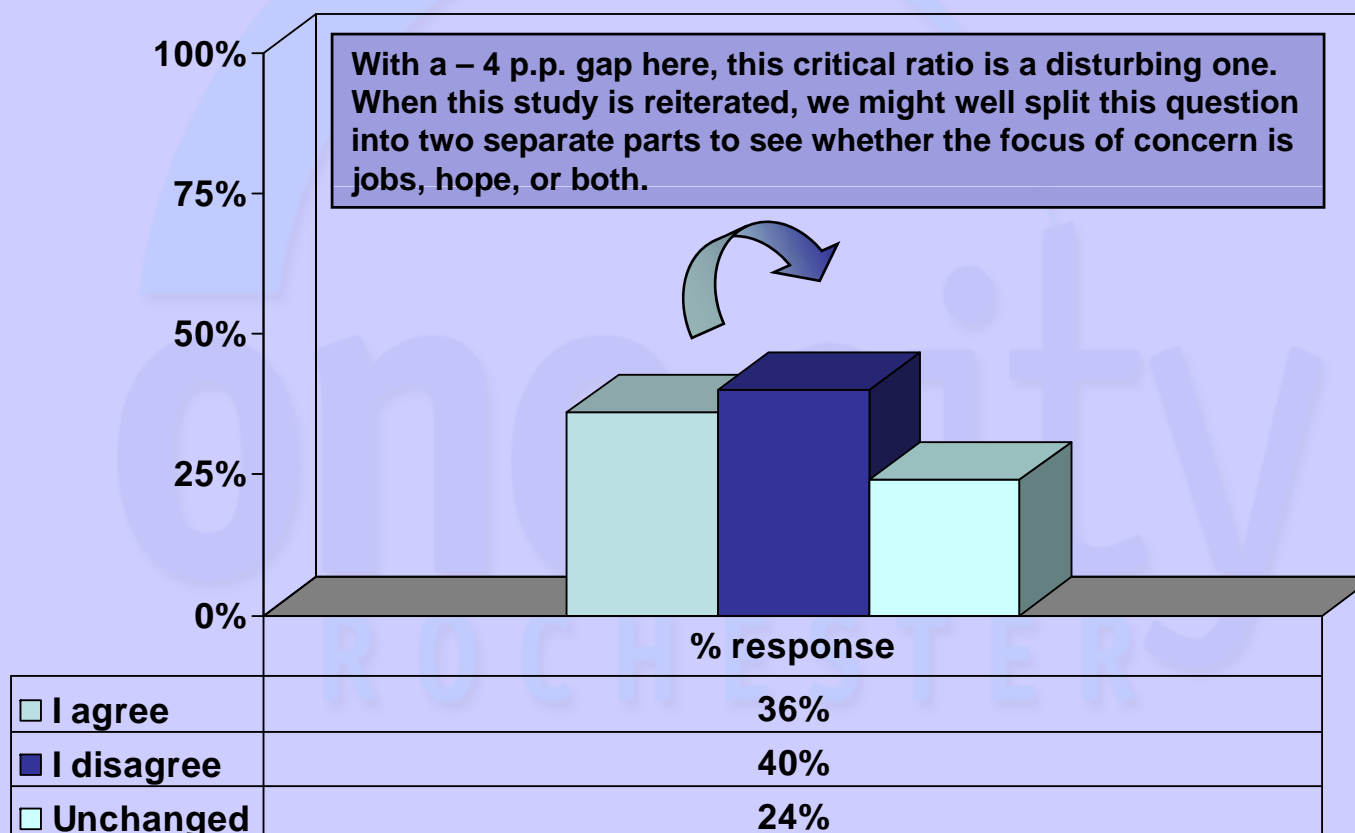
**My neighborhood looks better and cleaner today  
than it did two years ago.**



## Q36b) [EVERYONE RE-ENTERS THE INTERVIEW HERE:]

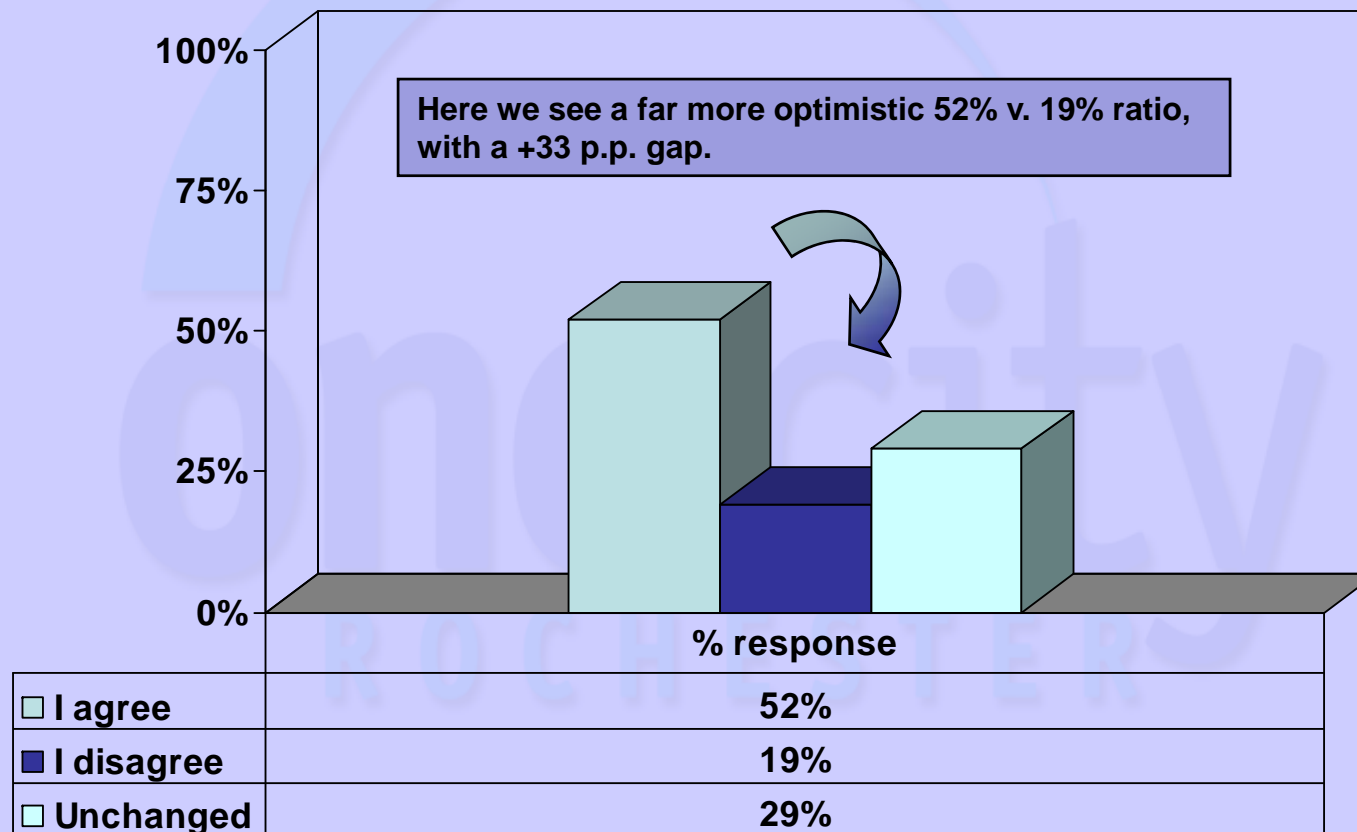


**The City has more jobs and more hope today than it did two years ago.**





## Q36c) There are more good things to do in the City today than there were two years ago.





## Q36d) There's still a long way to go, but the City is improving.

